

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

February 18, 1984

a Benn publication

High Court  
upholds the  
clawback  
principle

Details of  
'Post-1980'  
settlement

ABPI accuses  
pharmacists of  
'economic  
abuse'

Nielsen show  
grocers still  
out-perform  
chemists

## APPEARANCES MATTER

...and Simple are making plenty  
of them in 1984.

In the places that matter,  
where your customers will  
see them – on Television, in  
the National Press, and in the

top Women's Magazines.

When you're checking stock  
levels, make sure you make  
space for Simple, and we'll fill the  
spaces in the cash register.

The answer is...

# Simple



BABY CARE  
SPECIAL SUPPLEMENT

Fever  
Headache  
Aches and pains  
Watery eyes  
Nasal and  
sinus congestion  
Sneezing  
Runny nose  
Cough  
Sore throat



## A unique package of symptoms demands a unique package of relief

New Comtrex is a breakthrough from Bristol-Myers, one of the world's top ten pharmaceutical companies.

Comtrex is formulated to relieve all the major symptoms of coughs and colds and will receive full television advertising support.

Comtrex contains paracetamol to reduce headache, pain and fever, phenylpropanolamine HCl to clear sinuses and nasal passages and chlorpheniramine maleate which relieves sneezing and a runny nose with minimal sedative and gastro-intestinal side-effects.

With the highly effective antitussive, dextromethorphan HBr (selected as an alternative to codeine to reduce the risk of sedation), the Comtrex tablet adds up to a unique package of daytime relief. But Comtrex is also available in capsule and liquid form to suit your customers' needs at any time - day or night.



NEW

# COMTREX\*



**BRISTOL-MYERS PHARMACARE\***



# CHEMIST & DRUGGIST

Incorporating Retail Chemist

## CONTENTS

February 18, 1984  
Volume 221 No 5407  
125th year of publication  
ISSN 0009-3033  
**Editor/Publisher:**  
Ronald Salmon MPS  
**Deputy Editor:**  
John Skelton BPharm, MPS  
**Beauty Editor:**  
Liz Platts BA  
**Technical Editor:**  
Patrick Grice BPharm, MPS  
**Contributing Editor:**  
Adrienne deMont BPharm, MPS  
**Editorial Assistants:**  
Paul Slade BA  
Steven Titmarsh BPharm, MPS  
**Art Editor:** John Clement  
**Price List Controller:** Colin Simpson  
**Director:** James Lear  
**Advertisement Manager:** Peter Nicholls JP  
**Assistant Advertisement Manager:**

Doug Mytton

**Production:** Shirley Wilson

**Published Saturdays**

**by Benn Publications Ltd**

Sovereign Way, Tonbridge, Kent TN9 1RW

Telephone: 0732 364422 Telex: 95132

**Subscriptions:**

Home £46 per annum

Overseas & Eire £60 per annum  
including postage

**ABC** Member of the Audit  
Bureau of Circulations

**Regional advertisement offices:**

Midlands: 240-244 Stratford Road, Shirley,

Solihull, W. Midlands B90 3AE

021-744 4427

North East and North West:

491 Chester Road, Old Trafford

Manchester M16 9HF. 061-872 5151

West Country & South Wales:

10 Badminton Road, Downend, Bristol

BS16 6BQ. 0272 564827

**Benn**

### Clawback principle upheld in the High Court

Government still to bring in legislation

312

### Pharmacy 'under attack'

Pharmaceutical service is threatened says PSNC

313

### Post-1980 contractors settlement details

All new contractors can benefit

313

### ABPI replies to parallel import proposals

Chemists accused of economic abuse

314

### Pharmacy economics

The need for written records

331

### Grocers outperform chemists

Latest Nielsen statistics

340

### People

One man's Olympic contribution

346

### Babycare

A C&D supplement

Topical Reflections by Xrayser	315	Letters	336
Counterpoints	317	Business news	338
Prescription specialties	326	Coming events	342
Statutory Committee	333	Appointments	342
News extra	334	Classified advertisements	342

## COMMENT

So discount recovery by the DHSS is legal — but is it (as the Advertising Standards Authority would say) decent and honest? And above all, is it fair?

The High Court this week decided to uphold the right of the NHS to discount chemists in England and Wales for drugs and appliances supplied on prescription (p312). Any hope contractors may have had that they would get away with at least a part of the discounts they have enjoyed has finally been snuffed out. And rightly so. As taxpayers they should expect only to be reimbursed on a cost plus basis — a course that will be adhered to even more as we approach a more individualised contract.

Post-1980 contractors have set their own precedent. Others have been neither so bold nor lucky. Contractors with booming businesses will pay back excessive surcharges. The leapfrogged will pay back

less than they should, reflecting decreasing business. Small consolation, perhaps made smaller by the thought that their leapfrogger is a new contractor. All is not fair in love, war or pharmacy it seems.

The new contract may offer fresh hope. It is being kept quiet, perhaps wisely, so the DHSS doesn't have chance to pre-empt PSNC's proposals with its own (see p312). This week the Minister says he precludes neither annual reviews nor a more individual contract. Hope indeed!

**A new alliance.** It may seem wrong to pour cold water onto a tender young plant when we actually wish to enjoy its fruits, but the news that the profession now has an "Alliance of Retail Chemists" does not fill us with enthusiasm.

There may be, as the ARC's launch document states, "too many organisations in pharmacy which do nothing". But that is the fault of their memberships — not of the

organisations. The ARC says it "needs" 10,000 to support it — but that's as many as voted in the last Pharmaceutical Society Council election, so why not just use the democratic process and "take over" the Society? After all, by May 1985 there could easily be a like-minded majority in Council if the membership would vote.

But perhaps the idea is to formulate policy *outside* the democratic institutions? If so, we can wish the organisation no success at all — any more than we did the Chemists Action Group formed in 1967 and Counterbalance in 1975. Apart from the need to represent certain minority interests we believe there are quite enough organisations: the shortage is of voters and good candidates. And by good candidates we mean people able to think independently and constructively — not caucus affiliates!

# Discount clawback by NHS is legal

**The High Court has upheld the right of the National Health Service to recover discounts on drugs and appliances from chemist contractors in England and Wales.**

Mr Justice Mann, sitting in the Queen's Bench Divisional Court, refused to make a declaration that clause 2A (1) (b) of part II and part XIV of the Drug Tariff, dated February 1983, were invalid and did not authorise the recovery. The application for the declaration had been made by Mr D. Sharpe, chairman, and Mr A. J. Smith, chief executive, of the Pharmaceutical Services Negotiating Committee.

Mr Justice Mann described in his judgment how manufacturers and wholesalers offered discounts to chemists buying their drugs and appliances. It was not an invariable practice but had become common since 1979 when retail Price Maintenance ended in the industry.

Payments to pharmacists for drugs and appliances dispensed under the NHS were made by Family Practitioner Committees in accordance with the Drug Tariff, which was amended from time-to-time.

The Secretary for Social Services now took into account the existence of trade discounts by estimating the total discount earned by all pharmacists and "abating" the sum of the prices for items dispensed by individual pharmacists by a factor dependent upon the total value of items dispensed by that pharmacy.

## Hush-hush new contract

**Proposals for a new NHS contract for chemists in England and Wales were discussed by the PSNC last week.**

No details are being released at this stage because PSNC intends that the Department of Health should continue to formulate its own proposals without influence from those being put forward on behalf of contractors. The Department's ideas — being prepared in conjunction with Binder Hamlyn — are expected to be ready

The "art" was in selecting factors which achieved an equivalence between total abatements and the estimation of total discount, said the Judge. In some years equivalence had not been achieved and the Secretary for Social Services had sought to redress the balance by adjusting factors for the following year — but there was no redressing element in the 1983 Tariff.

The overall scheme did not have any regard to the discount, if any, actually received by an individual pharmacy — nor, where an under-abatement was retrieved the following year, did it have regard to whether a pharmacy was trading the previous year. Considering the actual circumstances of individual pharmacies would involve "a great labour" as there were 9,818 dispensing 330 million prescriptions each year, said the Judge.

He said the PSNC challenge was of great importance to both taxpayer and pharmacist as the abatement figure was currently £83m a year.

The Tariff itself was compiled by the Secretary for Social Services under Regulation 28 of the NHS (General Medical and Pharmaceutical Services) Regulations 1974. The Regulations were made in pursuance of the power conferred by the NHS Act 1946, Section 38(2) as amended. They now had effect because of Section 129 and Schedule 14 paragraph 1(I) (A), of the 1977 NHS Act.

Sir Ian Percival, QC, for the PSNC, had argued in Court that the Secretary for Social Services had no expressed power enabling him to do what he had done. There was no Regulation authorising him to make a deduction.

and exchanged with PSNC in April.

Once both sets of proposals have been circulated to LPCs, it is hoped local meetings will be held to discuss them in advance of a full representatives meeting to be held provisionally on June 10.

□ The Government has already stated that it is looking into "the need for incentives to economic purchasing" of drugs by contractors (C&D February 4, p200).

This week in the Commons the Health Minister Kenneth Clarke said he had "not ruled out...a formal annual negotiating timetable and payment arrangements reflecting different types of contractor." Mr Nichols asked if he was considering drawing up different control terms for small chemists and for multiples.

Sir Ian also contended that the effect of clause 2A (1) (b) of the Drug Tariff was that, with regard to a particular pharmacist, prices were variable not periodically by reference to the permissible considerations of general application in Regulation 28(2), but irregularly and idiosyncratically by reference to the total prices achieved in a month by the pharmacy in respect of which the claim was made.

Clause 2A(1) (b) of part II of the Tariff was not a provision which could be described as having been compiled "for the purpose of making arrangements to be made for the provision of pharmaceutical services" as it should have been, according to Regulation 28(1), Sir Ian argued. He said where under-abatement was retrieved in a following year there was a retrospection levy upon pharmacies regardless of whether they were trading the previous year.

Mr Justice Mann said Regulation 28(1) entitled the Secretary for Social Services to provide a scheme so that a pharmacist entering into an arrangement with a Health Authority knew of the standards and payments involved — and a discount provision was within that entitlement. "There is nothing in Regulation 28 which in terms preclude a discount provision," he said.

The Regulation required the Tariff to include ten certain matters. Among them was (e) which stated: "The prices on the basis of which the payment for drugs and appliances ordinarily supplied is to be calculated." The Judge said these words predicated "the possibility of an exercise in which the components are more than unit price and unit dispensed." They recognised that there could be other inputs into the calculation of a pharmacist's remuneration.

Mr Justice Mann said: "I do not understand why such an other input could not be one which reflects the availability of trade discounts in the period of the Tariff."

He ruled it was permissible and that its shape and size were for the Secretary of State to determine. But he added: "However, I doubt, but do not decide, whether, in a subsequent year, he can retrieve an under-abatement in a year from a pharmacy which was not trading in that year." The point did not arise on the 1983 Tariff.

The Judge said he was confirmed in his overall conclusion by the decision reached by Mr Justice Foster in the case of *Macarthus Ltd v DHSS*, decided on July 16, 1982 (C&D, July 24, 1982, p148).

For those reasons the Judge refused to make the declaration sought.

□ Amounts recovered from pharmacists under the discount scale in England reached £54m between 1982-83, and are estimated to rise to £60.5m in 1983-84.



## Pharmacy 'under attack' after judgment

**Pharmacists now face a three-pronged attack on their ability to maintain a pharmaceutical service after the judgment says Alan Smith, chief executive, Pharmaceutical Services Negotiating Committee. This could lead to a return to closure rates of one pharmacy per working day.**

PSNC will decide whether or not to appeal against the judgment at its March 14 meeting, Mr Smith said immediately after the High Court judgment on Tuesday. "A combination of discount clawback, coupled with the reduction in profit margin proposed by the DHSS and the under-reimbursement found in the labour and overhead cost inquiry will place pharmacists in great difficulty in maintaining the quality and quantity of their pharmaceutical service."

Mr Smith said they would find it difficult to replace stock, rota efficiency could be reduced, the oxygen service come under attack, and so on. Recently pharmacy closures had "plateaued out" but this three-pronged attack could mean a return to closure rates which had reduced the number of pharmacies by a third in the past 20 years.

The Government confirmed in court that it would not reintroduce the discount clawback until it had legislated to remove any further doubt, for both past and future, about its ability to make good over- and under-payments retrospectively. PSNC says pharmacists would owe £40-£50m if the legislation were to be made effective from August 1984, for example, just one year after the Government first sought to impose the new discount scale and clawback surcharge. The debt increases by £½m each passing month.

"What we need," Mr Smith said, "is a review body and an annual review to get rid of the vexed question of retrospection once and for all. Even though Justice Mann said it was wrong to take retrospective discounts off new contractors, what of the pharmacist who has doubled his business in the period leading up to a clawback? Under retrospection he would pay back twice as much as he should."

Mr Smith said the mounting debt owed by contractors was a cause for concern: "It could be a make or break situation for some pharmacists if they have to pay large sums back. Particularly if the Government pursues front-loading again and does not spread repayment over a period similar to that over which it built up."

The result of the labour and overheads inquiry should be applied from January 1 of this year. It had shown that 8-9p should be added to each script — and bring £26-30m into the balance sheet.

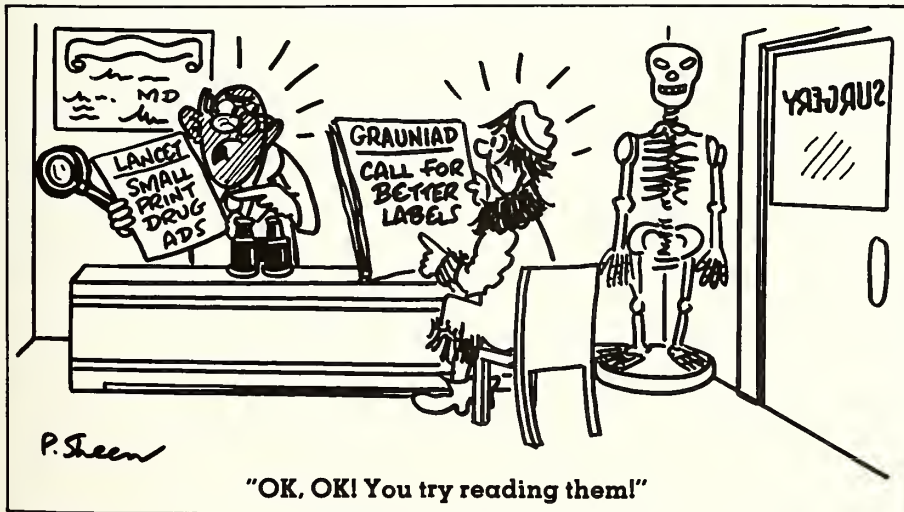
Of 26 doctors interviewed at St George's Hospital, London, 13 found an advertisement for alprazolam illegible.

An ABPI spokesman said of 2,800 advertisements it looked at last year only two breached the code for legibility.

□ There were called in the Press last week for clearer labels on medicines following protests by the Campaign for Plain English.

## Illegible ads

"By their abuse of small print some pharmaceutical companies are ignoring advertising regulations and making a mockery of the idea that advertisements should inform doctors about unwanted as well as wanted effects of drugs," according to a letter in last week's *Lancet*.



## 'Post-1980s' give settlement details

**All pharmacists who entered into contract after October 1, 1980, are to be given a chance to benefit from the special adjustment offered to the Post-1980 Contractors Committee by the Department of Health after an out of court settlement last week (p248).**

Solicitor to the Committee, Mr Ashok Patel, told *C&D* the Department is to invite all pharmacists not covered by lists compiled by the Pharmaceutical Services Negotiating Committee or the Post-1980 Contractors Committee to make a claim. This would be done through an "FPN" and notices in the pharmaceutical Press.

The settlement details have been set out in a letter to the Committee following a meeting with DHSS officials on February 1. The Department proposes to divide contractors into groups based on the three-month period in which they entered into contract. Thus pharmacists making a new contract in October, November and December 1980 would form one group; those doing so in January, February and March 1981 another, and so on.

If the DHSS was to commence clawback in July 1984 there would be 15 such groups. A contractor entering into contract in October, November or December 1980 would pay 14/15 of the discount to be recovered, for example, and pharmacists contracting in the first quarter of 1981, 13/15 etc.

Where there was doubt about the definition of a "new contractor" claims would be settled individually — for example, where a business relocated within a neighbourhood or there had been only a partial transfer of shares when a business changed hands. (A 100 per cent share transfer will be 100 per cent covered.)

□ The DHSS has agreed to pay the Post-1980 Contractors Committee's costs. This was made the subject of an order by Justice Mann in the High Court last week. Accordingly the Committee will have a "sizeable amount" left after it has paid other legal expenses. Well in excess of £20,000 has been subscribed by both pre- and post-1980 contractors, chairman Peter Hulme told *C&D*.

The executive committee has decided in principle that monies contributed by pre-1980 contractors will be refunded because the Committee did not go to Court on discounts in the end.

A meeting of subscribers and members will be called to decide the fate of the fund.



## ABPI slams 'import' profits by chemists

**The Association of the British Pharmaceutical Industry has cited economic abuse by pharmacists in its latest move to persuade the Government to act against parallel importing.**

"It is totally unacceptable that retail pharmacies should be allowed to profit at the public expense by being reimbursed for parallel imported products at rates identical to those for products of indigenous manufacture," the ABPI says in its submission to the Minister on the proposed introduction of licensing arrangements for parallel imports.

The Government, in a consultative document issued before Christmas (C&D December 17/24, 1983) proposed to amend the Exemption Order under which such pharmaceuticals are presently imported into the UK, and introduce modified product licensing procedures.

"It is our view that the proposals do not go far enough, on the one hand, to ensure fully the safety of the UK populace, and on the other, to ensure that UK licensing procedures are not biased against the originator of a product and in favour of its parallel importer," says the ABPI.

While accepting that it may be true, *prima facie*, that restrictions on parallel importing would be in breach of freedom of trade requirements under Article 30 of the Treaty of Rome, the ABPI say this is subject to the overriding qualification that only those restrictions that are unnecessary, and which are not designed to prevent injury to human health, need be eliminated.

The ABPI also point out that the present problems in the pharmaceutical area have arisen as a result of state intervention in the pricing of medicines — intervention which may itself be contrary to the requirements of the Treaty. "There is surely an incompatibility between free circulation requirements and state intervention on pricing."

Implementation of the licensing scheme is urged with all possible speed, but in the meantime action must be taken to bring the present influx of parallel imports under control, the Association says. It does not accept that amendment of the Exemption Order in advance of the introduction of the licensing scheme would contravene EEC free circulation requirements.

The ABPI find it "quite impossible" to accept the concept of "presumption of quality" which is embodied in the licensing

scheme. "This 'presumption' exhibits a degree of indulgence towards the parallel importer well beyond that extended to other importers."

Currently quality control tests have to be repeated if batch control documents are not available when a product is imported. It is likely that more than one party will have owned or handled the goods before they are imported into the UK, and that storage and transportation will leave much to be desired, says the ABPI.

"These factors make it essential for evidence of the product's provenance and subsequent ownership to be presented and for quality control to be carried out upon arrival in the UK. The public safety cannot otherwise be assured. Now that the number of states in the Community is being extended there would be too much scope for introduction into the system of dubious products, including those that are counterfeit."

The proposed licensing scheme should only apply to products which have been manufactured in the EEC and have never left it. It should not apply to products manufactured outside the Community or to products exported from the Community and then re-imported, the ABPI maintains. And where quality control carried out by a parallel importer reveals a problem, there should be an obligation for the importer to inform the manufacturer and his UK affiliate.

The requirement that labelling in English will be necessary on parallel imported products has been stated by the Government but is not explicit in the proposals. An addition to the need for labelling in English will be that the parallel importer will have to relabel products or add new ones to those already present. However the ABPI are greatly opposed to repacking products in new containers, especially if it takes place outside the UK.

"If parallel importers can repack medicinal products into new containers, it renders quite pointless the care and attention original manufacturers spend on the selection of containers suitable for each particular product."

In order to enforce the new scheme the ABPI propose that parallel imports should enter only through designated entry points. It also says that part of the new licensing scheme, it must be clear that a parallel importer will need to obtain a manufacturer's licence and/or a wholesale dealer's licence, as well as a separate product licence (parallel import). This will mean they are subject to the full range of controls concerning premises, staffing etc imposed on licence holders by the Medicines Act.

Proposed amendments to the cumulative document are included as an annexe to the submission.



A one-week time-share holiday in Spain, every year for the rest of his life, goes to Mr Arnold Soloman, MPS, (left) of Lord Street Pharmacy in the Isle of Man. The holiday — first prize in Johnson & Johnson's "Time For" competition — is being presented by Unichem's local branch manager Joe Harris and J&J representative Bill Mousley.

## Questions on aspartame

**More questions on aspartame are to be asked in the House of Commons after allegations in the Guardian this week of an indirect link between the manufacturers G.D. Searle and Professor Paul Turner, chairman of the Government committee responsible for approving the sweetener.**

Searle have recently established three joint companies with Synthelabo of France. A subsidiary of Synthelabo provided the share capital needed to set up the Charterhouse Clinical Research Unit which funds research at St Bartholomews Hospital, London, where Professor Turner is professor of clinical pharmacology.

As C&D went to press this week Mr D. Campbell-Savours, MP, was to ask the Social Services Secretary in the Commons why a junior Health Minister told him last October that there was no connection between Professor Turner and Searle.

Professor Turner has denied having any financial interest in Searle. He said he became aware of the proposed marketing link between Synthelabo and Searle several weeks after the toxicity committee made its decision on aspartame. He had told the DHSS about his involvement with Synthelabo and Charterhouse.

A spokesman for the Department told C&D it would be investigating the possibility of a commercial link to see if there was a conflict of interest. A spokesman for Searle said the company would never try to exert any influence.



By Xrayser

## UGC criticised over 'secret power'

**The Pharmaceutical Society has strongly criticised the University Grants Committee over its suggested closure of Heriot-Watt school of pharmacy, and its classification of pharmacy departments in order of merit.**

The Society claims it only came by the part of the UGC's report suggesting closure and ranking schools "fortuitously."

The report was subsequently published in the *Times Higher Education Supplement* "for all to read," says the Society.

"To classify departments of pharmacy in an order of merit, as though they were football teams...will have a particularly unfortunate and long lasting effect on all university departments...this was an arbitrary power exercised in secret and without the right of appeal by individuals who apparently were intended to know nothing of their league position," says Mr Desmond Lewis, secretary and registrar, on behalf of the Society.

Closure of Heriot-Watt has been opposed by the Society (*C&D* January 21, p138). "It would seriously affect continuing education of pharmacists in the region and therefore reflect on the calibre of pharmaceutical services" says the Society. Students from Heriot-Watt would not be absorbed into other Scottish schools and because of their Scottish education would not be eligible for entry into English or Welsh pharmacy schools.

The Society also points out that the recommended 10 per cent cut in student numbers has already been met within the university sector.

A final decision on the fate of Heriot-Watt's school of pharmacy is probably to be taken at the UGC's meeting at the end of March, a spokesman told *C&D*.

## Return Sabidal enemas

Sabidal retention enemas (50mg and 100mg) should be returned for replacement to the distribution department at Ciba-Geigy pharmaceuticals division, Wimblehurst Road, Horsham, West Sussex.

Manufacturers Zyma say there is a slight possibility that a discrepancy exists between strengths printed on the outer carton and inner tube.

## New Alliance

The mystery game this week is to "Spot the Alliance." Who is behind it? What will it do? Can I join? What's in it for me? How much will it cost? And so on, with the instruction "Wait for next week's exciting revelations."

On the face of it there is nothing wrong with having an alliance of members of the Society who are engaged in retail pharmacy. Their interests would appear to be common to all. But that's a matter of opinion, since at present my interests are by no means identical to those of my nearest Boots' manager — apart from the purely professional aspects of our work, which are perfectly well covered by our local branch activities.

So far as business is concerned the NPA looks after my business inquiries with admiral speed and efficiency and, I like to believe, with a decent prejudice towards me as a single independent. But it also serves non-pharmacist proprietors as well, which is a pain. PSNC looks after the negotiations with the Government.

Just where this new group slots in, and what function it is to perform, is made clear in one of the most fatuous statements I have ever read. Made clear, that is, if you can translate what is said into any tangible advance over what we have already. First, it aims to encourage everyone to get involved in local and national politics. Splendid. But today there is already a greater interest in our political realities, because Society, and PSNC, have become more open in telling us what we want to know — if we ask — and are even giving us verbatim reports of things like the negotiations.

Second, if anyone wants advice about their rights and privileges under the Society's charter, they'll get it — by asking the Society. Third, democracy? Already applies...all we have to do is use our votes. The fourth principle...to gain respect of all by forming a united body. In what sphere of action? Are we to strike or just sulk with a show of strength?

If we are unhappy, we have the means to alter Council membership. It is called *voting*. If we want changes at PSNC we can get them...you've guessed...by *voting*. All we want is 20 or 30 candidates with ideas that add up to feasible ways of improving the conditions for retail pharmacy.

Mr Edwin Evens says some of the people behind this new association don't want to come forward because it might be thought they were touting for votes...Hell's Teeth! What's wrong with them? We *want* them to tout for votes. Hard and aggressively so we can sort them out in good time and pick a bunch of fiery Jacks who not only can shout,

but show guts and knowledge and ability. The first priority is to get the contract with pharmacists. If this association had as sole purpose this one objective there might be some point. But the manifesto is a load of meaningless wind.

## Yardley

I had an interesting letter from Yardley recently telling of changes in the distribution of their products, because they intend to split the perfumery and cosmetics ranges. I can't say the idea thrills me, since now I have a good rapport with a rep who has helped me weed stock and concentrate on the sell-in, with an infinitely better stock-turn as a result.

But the change must bring a loss of flexibility, an increased journey time, ie longer between calls, and two reps to see, each for a smaller annual turnover figure. I don't like it. The same thing happened in the Lenthalic/Morny set-up — which has been a disaster so far as I'm concerned, with Morny turning into the biggest dead duck ever, and Lenthalic languishing as a limited range of cut-price offers with neither continuity of stock (for who will buy when the product will be "offered" next time?) nor the glamour of exclusiveness it used to have.

It will hardly prove economic for the reps either, since each one will have to cover a vastly increased territory, with more nights away from home etc. I am afraid there might also follow a desire to rationalise (ie eliminate) the smaller accounts too, because the call rate over a bigger area will be harder to maintain.

## In bulk

I see the Society is to seek further discussions with the DHSS over bulk prescribing. Who says the Society is doing nothing for its members? Guilty, m'lud. Oh, well, I'm not always right.

I hope it is effective in getting some change, and soon. I'm having an awful time maintaining adequate stocks. It must be worse in a relatively small dispensing business because you try to keep a representative range, but can't estimate flow nearly as well as the high volume boys.

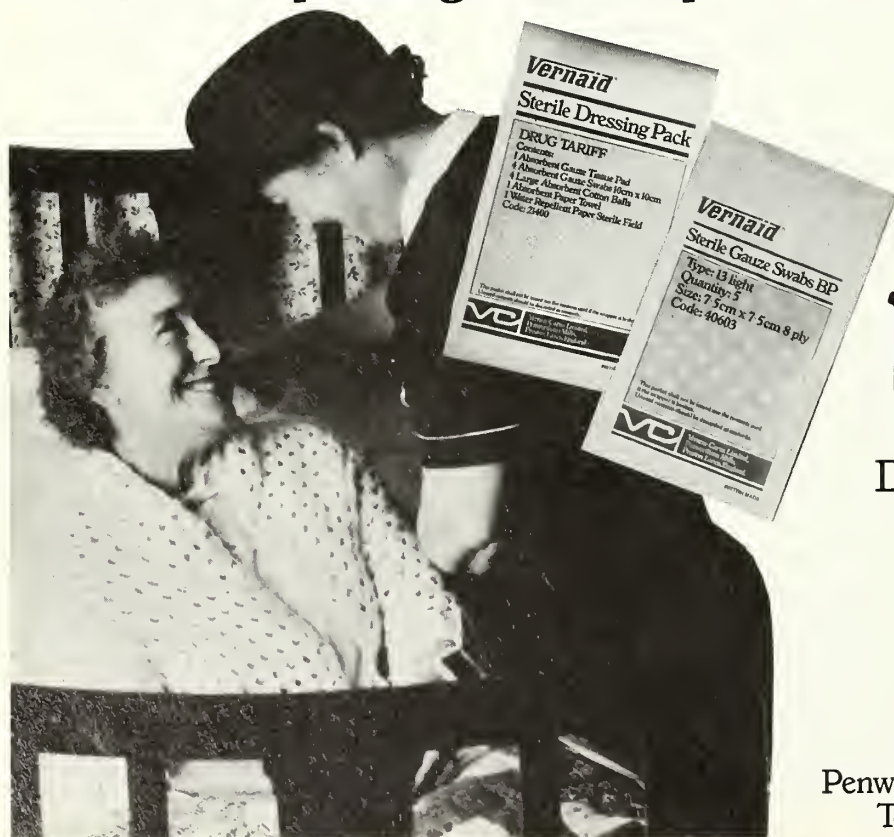
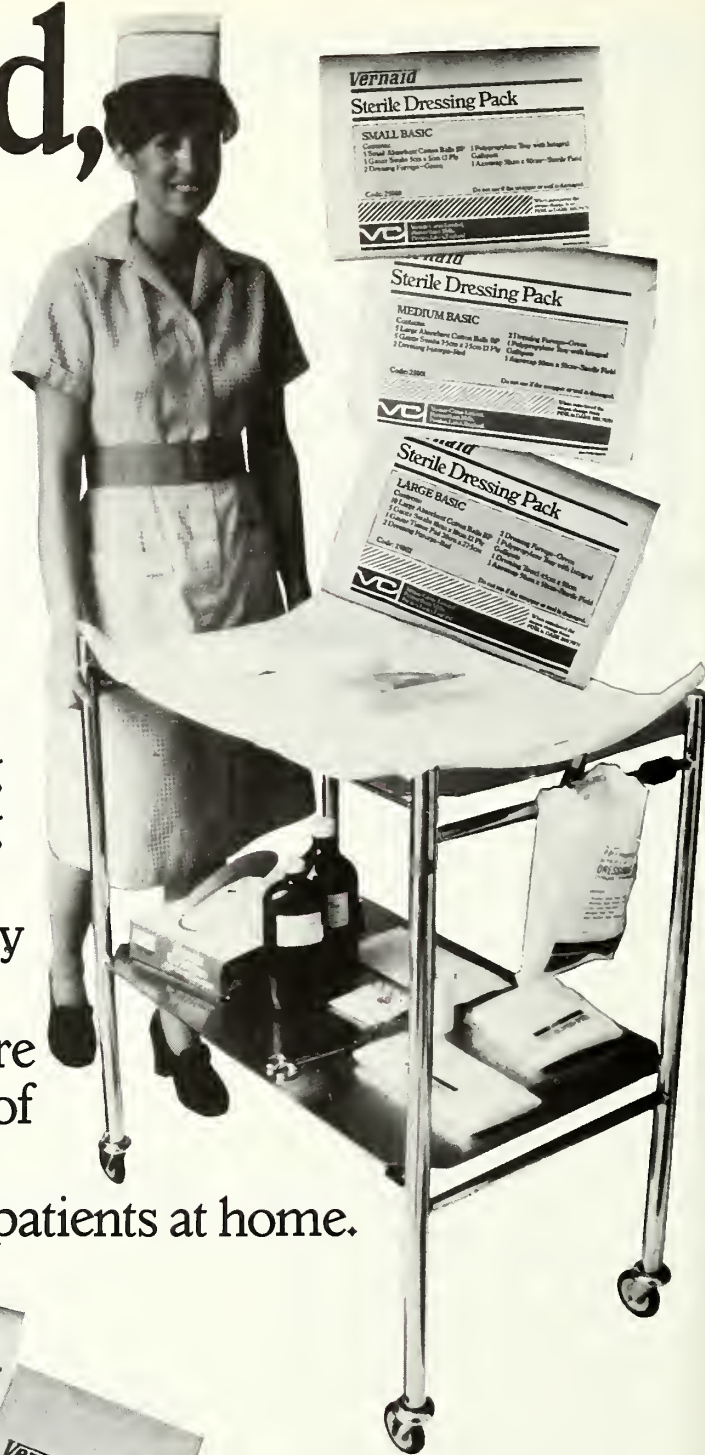
The result of the two three-month scripts in one morning meant I couldn't fill a supply for a regular one-month-er completely, which caused a moan. I moaned at my staff about watching stocks and got moaned at for being unreasonable. It is worse now with the prepacks, which look a lot of the shelf, but may only represent five or six lots of 28 tablets, whereas we used to buy in 500s, and replace in good time.



# In the ward, theatre and in the home...

Vernaid® Sterile Dressing Packs, used under the exacting conditions of hospital operating theatres and wards, have a reputation for the highest quality throughout the medical world.

The same high standards are maintained for the preparation of Vernaid® Drug Tariff Dressing Packs for dispensing or sale to patients at home.



## **Vernaid®**

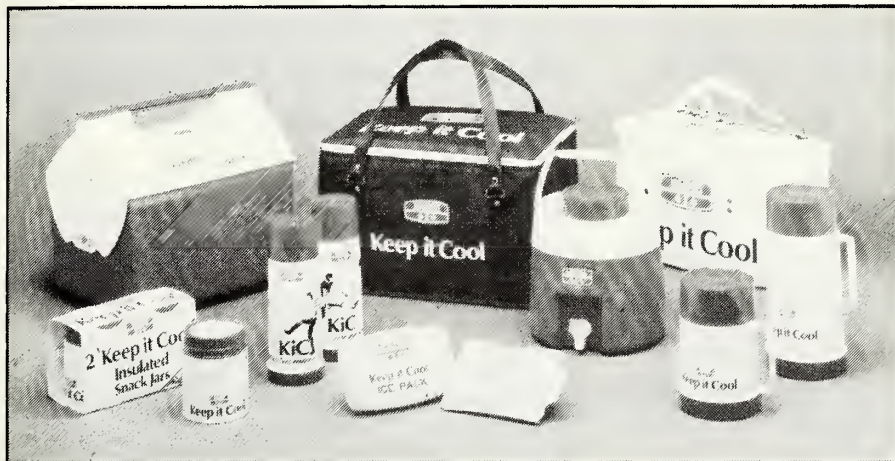
The leading name in Sterile Dressing Packs in the hospital and home.

From your usual wholesaler.



Vernon-Carus Limited  
Penwortham Mills, Preston, Lancs. PR1 9SN  
Telephone: Preston (0772) 744493/8





## Keeping cool with Thermos

Thermos are set to make further inroads in the children's lunch-time market with the launch of a ½l insulated Keep it Cool flask.

Aimed at older schoolchildren the flask (£2.25) comes in two designs, a footballer and guitarist. It does not have a handle.

The company is also adding another character — Friends — to their range of Roughneck flasks. The scene shows a little girl with animal friends and brings the total number of characters in the Roughneck line-up to seven.

Further products introduced into the Keep it Cool range include: the Cooldate (£13.95) — an "easy-to-carry" insulated box, with a push-button locking and opening facility. It has an overall capacity of 15l and carries 11 bottles upright, a 1l food jar (£4.25); sachet (£0.60) and solid (£0.85) ice packs and a bottle cooler (£6.45) with a contoured ice pack for chilling bottles.

Foam-insulated cooler jugs are also to be brought into the Keep it Cool range with appropriate changes in livery. Prices are unchanged.

A new range of flasks have a candy stripe livery. The flasks are available in red or grey with a black stripe, in ½l (£2.90) and 1l (£4.20).

To round off the introductions is a ½l Coffee 'n' Cream flask, produced in a brown and cream combination and including a separate glass bottle for milk or cream. *Thermos Ltd, Ongar Road, Brentwood, Essex.*

## M&B update for elixirs, syrups

May & Baker are reformulating their range of elixirs and syrups.

One reformulated product — Tixylix blackcurrant — was marketed last September, others are to follow at intervals throughout this year.

*Chemist & Druggist 18 February 1984*

May & Baker say they are removing dyes and preservatives known to cause allergic reactions in some patients. In most cases a colour change will be involved.

All new formulations will be labelled as such to avoid confusion and help allay patient concern.

There is no change in dosage strength. Existing stocks should be used up as no returns will be accepted.

A new formulation of Phenergan elixir is to be despatched towards the end of the month. A 100ml bottle of the elixir (£1.15) replaces the 125ml bottle. *May & Baker Ltd, Dagenham, Essex RM10 7XS.*

## Amplex joint ad campaign for new lines

An anti-perspirant aerosol and a mouthwash with fluoride are being launched into the Amplex range bringing the oral hygiene and deodorant ranges together under a single "Personal Freshness" advertising campaign.

The Amplex anti-perspirant aerosol will be available in three fragrances, wild rose, fresh and fragrance free — the last two available for unisex usage — and come in 150ml slimline cans (£0.75). And Norman Long, sales and marketing director promises that, "For the first time there'll be no heavy price cutting" with chemists able to compete with other retail outlets."

Available at launch will be an on-pack offer of 28 Double Amplex capsules free with each aerosol deodorant. Further on-pack offers will follow, says the company. **To cap the success** of the original blue Double Amplex mouthwash the company is now introducing a mouthwash with fluoride taking them into the green cosmetic mouthwash market. Available in a PETG bottle the 450ml mouthwash will retail at £0.80. An advertising campaign worth £½m is just starting in the women's Press and will run through to December with the copyline "Amplex brings you closer." *Ashe Laboratories Ltd, Ashefree Works, Kingston Road, Leatherhead, Surrey.*

## IPC in multi-brand promotion

Trusted Names is a new series of multi-brand promotions starting in IPC women's magazines this month.

Six well-known manufacturers will take part in each one, enabling consumers to obtain a special offer in return for proofs of purchase from their brands.

A different offer will run every two months, funded by a third party — in February's case British Rail (half-price family railcard). Plans are in the offing for a cosmetic promotion later in the year.

The promotion will be publicised in *Woman, Woman's Own, Woman's Weekly* and *Woman's Realm*.

Merchandising display material — headerboards, posters and shelf strips — will be placed in major outlets agreeing to support the brands. Over 3,000 retailers are backing the first promotion in which the brands involved are all foods.

The May promotion is being sponsored by Burtons, who are offering a £6 incentive, and a spokesman for IPC says Burtons are keen to have a cosmetic company involved.

Negotiations are currently underway with five major cosmetic/toiletry houses.

## Super addition

Peaudouce are introducing a new size of Lovmi sanitary towel. The super towel will be marketed on the same low-price platform as the current 'regular' product and will retail at around £0.35 per pack of 10. *Peaudouce (UK) Ltd, Lockfield Avenue, Brimsdown, Enfield, Middx EN3 7PX.*

## Neutradonna hiccup

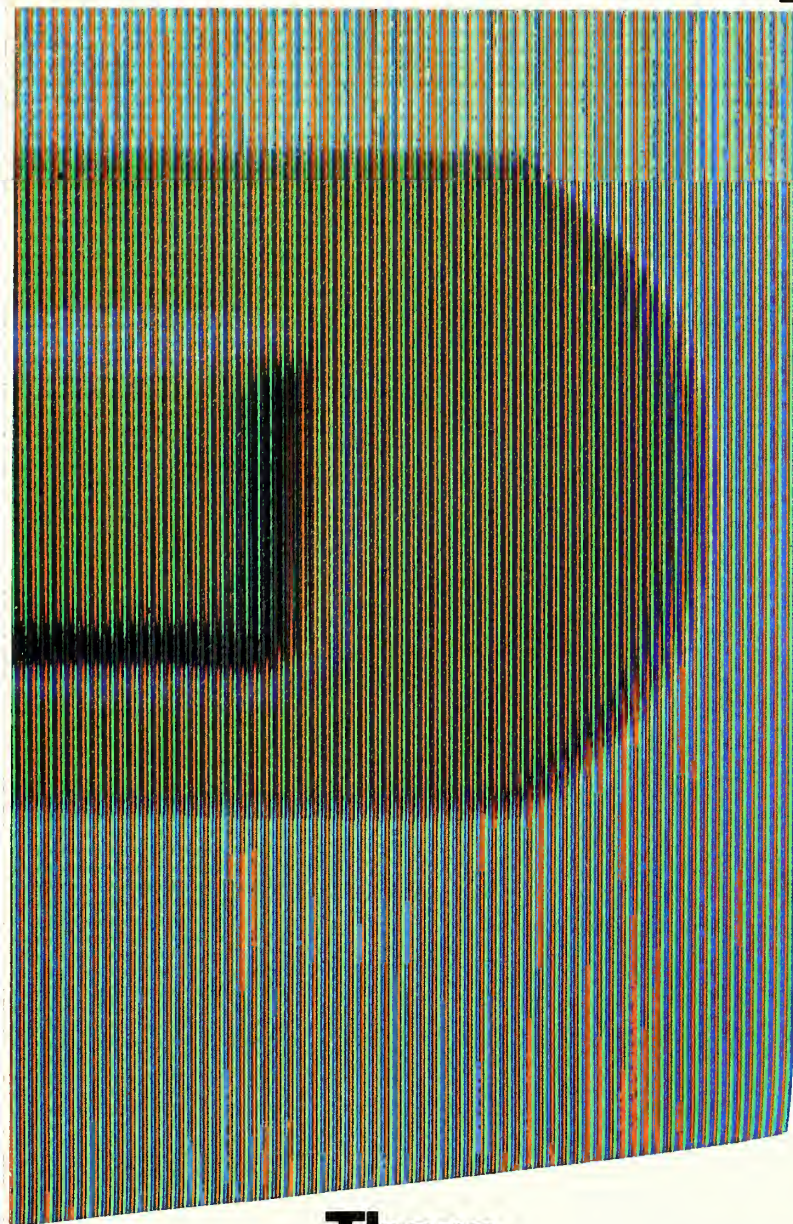
Neutradonna tablets will be unavailable for the next few months due to technical difficulties. Neutradonna powder is recommended in lieu, say *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

## Easter bonus

Andre Philippe will be running a 14 as 12 Easter bonus on orders of five or more cartons. *Andre Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6 6RJ.*



# Where Elastoplast's major



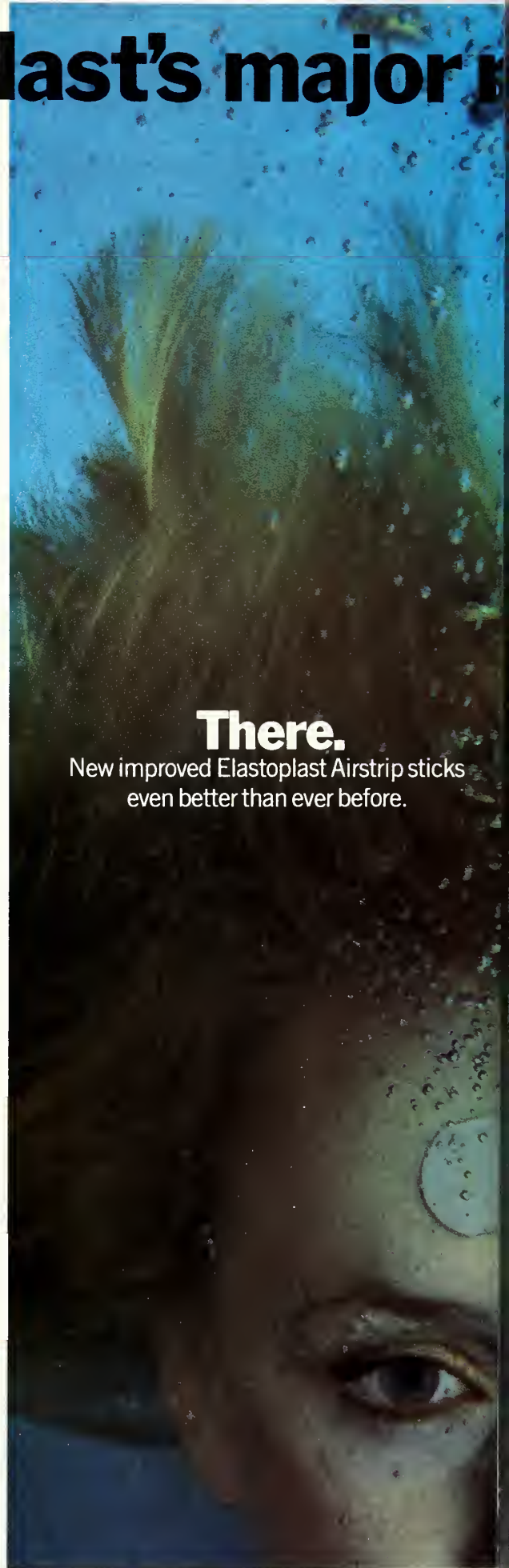
**There.**

Elastoplast is the only brand backed by TV advertising.



**There.**

Elastoplast Clear is the most invisible plaster on the market.



**There.**

New improved Elastoplast Airstrip sticks even better than ever before.

Elastoplast, the brand leader, has taken some major steps forward. Now we offer a complete range of first aid dressings in clearly labelled, eye-catching packs and a superior product in new improved Elastoplast Airstrip.



# unch will have most effect.



## There.

We've re-designed the entire range.



## There.

Elastoplast is the brand leader.

All this plus continued advertising support gives you no reason to stock other brands. We're spending over £1 million on Television advertising this year, so your profits will get better throughout 1984.

## Elastoplast

There, there, there.



TV  
STARTS  
5th MARCH

# NIGHT SAFE



## Now bigger profits than ever with a £2 million TV campaign.

You already make more out of Sensodyne than any other toothpaste brand. Now we're spending £2 million on National TV to boost sales even further. Sensodyne is the only proven formula for sensitive teeth that's recommended by nearly every dentist in Britain. You know that Sensodyne's unique trusted formula WORKS. You know that the proven formula of Sensodyne plus TV

advertising SELLS. So you can be sure this year's massive TV campaign will give you even more PROFITS.

Order now. The campaign starts 5th March. Make sure you stock and display both fresh Mint and Original Sensodyne.

Ask your Stafford-Miller representative for details of special terms. Or contact us direct on Hatfield 61151.

# SENSODYNE TOOTHPASTE

## YOUR No.1 PROFIT-MAKING BRAND

Stafford-Miller Limited, Hatfield, Herts. AL10 0NZ.



## Photo' sales '83 just a flash-in-the-pan

Sales of cameras photographic equipment, films and processing rose 7 per cent last year to £605m but this real growth is expected to be the last for some time to come. However sales of video cameras are set to boom.

The amateur photographic market will reach £635m by 1986 while video camera sales of 100,000 units will then be worth £50m (currently 25,000 units at £14m rsp). Those forecasts are made by Euromonitor in a survey of the photographic market just published.

The market last year split between cameras and equipment £220m; films £150m, and processing and developing £235m. Euromonitor say the D&P market will sustain most growth in the future. Current sales are 33 per cent through mail order, 26 per cent through Boots, 16 per cent through chemists, 10 per cent through photographic dealers and 3 per cent through "same day" processors. "The Photographic Report," (£160), Euromonitor Publications Ltd, PO Box 26, 18 Doughty Street, London WC1N 2PN.

## Ilford splash out on 'HR'

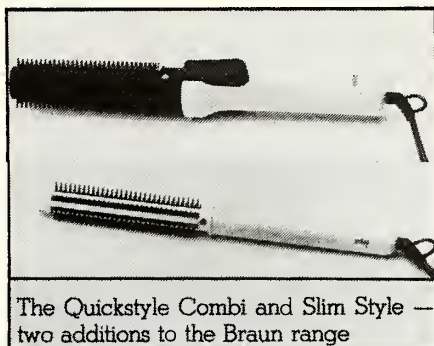
Next month Ilford are to introduce a range of colour negative films in ISO speeds 100 and 200 which employ recent advances in emulsion and coating technology to give enhanced image quality, exposure latitude and photosensitising efficiency, they say.

Both films are compatible with C41 chemistry for processing and have exceptional fine grain and sharpness characteristics, say Ilford.

Ilfocolor HR 100 is said to be robust with greater emulsion stability and, while retaining the colour rendition of the current Ilfocolor product, has better colour brightness and saturation. HR 100 will be available in 135-12 (£1.68), 135-24 (£2.30), 135-36 (£2.95) and 110-24 (£2.30).

Ilfocolor HR 200 can produce images of better quality than conventional ISO 100 materials Ilford say, and has similar colour characteristics to the HR100 film. It will be available as 135-24 (£2.54), 135-36 (£3.25) and disc (£1.98, single and £3.88 a pair). Ilford Ltd, 22 Tottenham Street, Basildon, London W1P 0AH.

Chemist & Druggist 18 February 1984



The Quickstyle Combi and Slim Style — two additions to the Braun range

## Braun expand ranges at HAI

Braun Electric are adding to their hair and dental care ranges at the Home Appliances International exhibition, March 11-14.

Expanding the haircare range is the Quickstyle Combi (£9.95), a compact dual purpose hair styler. The basic unit is a curling tong, while a separate brush attachment fits over the barrel converting it into a styling brush.

The Slim Style (£6.95) is a slender hot brush for achieving tighter curls. It features removable teeth for easy cleaning. Both the Combi and the Slim Style have a white livery and feature swivel cords and hanging loops.

Turning to teeth, Braun are introducing three products into the revamped dental care range.

The new rechargeable toothbrushes (£19.95) are said to have a "unique vertical and horizontal brush movement", while the motor gives 3,300 strokes per minute and lasts one hour before recharging is required. A travel case is available.

A water jet (£29.95) with four colour coded jet nozzles is another new addition. It runs directly from a shaver socket with an electronically controlled pulse action.

Combining both the water jet and rechargeable toothbrush is the dental care centre (£44.95), which has all the features of the independent units. Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-On-Thames, Middx.

## Special offers from Yardley

Yardley are promoting their products with a range of special offers.

ESP lipsticks and sheer powder are on offer at £0.99 while a saving of £0.74 can be made on mascara. Extra sensory perfume in convenient handbag size will retail for £1.25.

Yardley's perfumed cologne sprays in lavender, freesia, roses and lily of the valley will be promoted as gifts for Mothers Day at £1.95 (rrp £3.15) along with perfumed soap at £0.74 (rrp £0.99) and talc at £0.99 (rrp £1.60).

Purchases of hand & body lotion in six fragrances give a saving of £1 at £1.95, while a 25g Pure Silk spray is offered at £2.65. With every purchase of the spray a 50p off coupon is available, redeemable against any full size product in the Gold for men range.

A further Gold for men promotion is a competition to win a holiday for two in Los Angeles, with tickets for the 1984 Olympics. To enter the consumer needs to buy a Gold product marked with the Union Jack motif. Yardley of London Ltd, Miles Gray Road, Basildon, Essex.

## More Jif for 'pancake day'

As pancake Tuesday approaches Colman's, aiming to take advantage of the extra demand for lemon juice, and are producing a "30 per cent extra free bottle" of Jif.

The lemon juice will also be supported by a national television advertising campaign, breaking February 22 for an intensive two-week period. The theme will be "Don't forget the pancakes on Jif Lemon Day."

The company's biggest-ever



promotional campaign for Jif will include over 220 pancake races nationwide, involving stores, provincial Press, local radio stations and Mecca bingo halls. Local Press competitions will also be held. Colman's of Norwich, Carrow, Norwich NR1 2DD.

## For Mother's Day

A Cie gift pack holding a 25ml concentrated cologne spray together with a slimline ballpoint pen will be available for £3.95 — a Mother's Day suggestion from Shulton (GB) Ltd, Alexandra Court, Wokingham, Berks.



## Rochas brands move to Classic Sales

The UK marketing of Balenciaga and Marbert Man fragrances will no longer be undertaken by manufacturers Hoechst, but by an independent marketing and distribution organisation, Classic Sales.

The brands were moved out of Hoechst's Rochas subsidiary so Rochas can concentrate on its own cosmetic and fragrance business, says the company. Classic Sales was formed on January 3, in response to an approach from Hoechst.

Managing director of the new company is Steve Mason, who has had considerable experience in the cosmetics business having worked for Revlon and Faberge. He hopes to boost the products with a strong promotional and advertising campaign.

"Marbert Man has gained a 1-2 per cent share in the men's fragrance market since its introduction into the UK four years ago. But it has a fairly limited distributive base.

"There is an alarming lack of awareness on the consumer front. The name Marbert Man means little to consumers and this is a problem we'll certainly have to address ourselves to in the future.

"Balenciaga, although better known, has never been fully exploited and we hope to widen the distributive base of all products."

A more extensive Marbert Man range is currently on sale in Germany. There are possibilities that the UK range will be extended.

"It's logical to assume Classic Sales would like to get into the women's fragrances from Germany, and we'll look at these — but at the right time.

"We are a very young company and we have to establish ourselves with the fragrances we already have."

Mr Mason told *C&D* that in the future Classic Sales would not restrict itself merely to Hoechst products.

"We were invited to form the company as a result of an approach from Hoechst, but we remain a totally independent distributor, accountable to no-one but ourselves," says Mr Mason.

The rest of the Classic Sales team include Vicki Dryden Wyatt, formerly with Max Factor/Gala, and director and financial consultant Mike Lester. Balenciaga sales director Terry Mills is also joining Classic Sales to head his former administrative and sales force divisions which are moving over to the new company. *Classic Sales Ltd, Warton House, 150 High Street, London, E15 2NE (01 519 3679).*



The Linden Voss anti-perspirant range has been repackaged, and a cream formula in tube presentation now complements the existing aerosol and roll-on lines.

Manufactured by Wassen-Europ Ltd the range is presently available in three forms — unperfumed (roll-on, aerosol and cream); fresh cologne (roll-on, aerosol) and wild rose (roll-on only). Retail prices remain unchanged. Distributors are *Thomas Christie Ltd, North Lane, Aldershot, Hants.*

## Spring with Max Factor

Max Factor have unveiled the Spring colours to be included in their cosmetics ranges. Sun Washed Pales is the Maxi "look" comprising colour-matched shades of soft lustre lipstick and endless shine nail enamel in sporty shrimp, Japanese rose and creative clover (£1.45 and £1.65 respectively). Also new are four eyeshadow quartets — rich rebels, primitif prints, safari silhouettes and patchwork pinks (£1.99).

Artful Colours from Mary Quant sees the launch of a cool-toned palette "devised to be worn individually for a nonchalantly understated elegance or combined creatively for a playful boldly-stated fashion look."

Colours available include doodle blue and paintbox lilac in a soft focus eyeshadow duo (£2.35), mauve and teak kohl pencils (£2.40) and loads of lash mascara (£1.90), graphic grape, coral splash and artful pink colour rich lipstick (£2.50) rounded off with sketchbook rose blushbaby (£4).

Sophistication with a soft edge is how the company describes the Colorfast Not-so-innocent nudes collection. The "look" includes rosy glow powder blusher (£4.15), pink wink, shy violet, turquoise delight and good as gold powder eyeshadow (£2.80) with tender rose, sweet peach and innocent nude lipstick and matching nail enamel (£2.85 and £2.65).

Finally in the New Classics collection Blushing Violets are said to bring the colours of life and natural beauty to any cosmetic wardrobe. Three eyeshadow duos (£1.95) — amethyst/iced pink, violet/lilac haze and lavender/heather mist — together with orchard, cyclamen and tea rose lipstick and nail enamel (£1.95 and £1.50), make up this Max Factor collection. *Max Factor Ltd, 75 Davies Street, London W1.*

## 'Spikey' look from Insette

Spikey mousse is a new product under the Insette brand name. It will be available in March and has been formulated to appeal to younger users. The mousse (75g, £1.31) includes extra strength agents to keep the modern "spikey" hairstyles in place without use of a hairspray.

Other activity includes the repackaging of Insette for men in a dark mauve can with silver top (75g, £1.22).

The Insette range to be backed by a £¼m advertising spend covering the leading weekly and monthly women's magazines, plus — for Spikey mousse — the top young magazines. The advertisements will appear in April and run until July, with another burst later in the year. *LEC (Liverpool) Ltd, LEC House, 4 Picton Road, Liverpool L15 4LH.*


## ON TV NEXT WEEK

<b>Ln</b> London	<b>WW</b> Wales & West	<b>We</b> Westward
<b>M</b> Midlands	<b>So</b> South	<b>B</b> Border
<b>Lc</b> Lancs	<b>NE</b> North-east	<b>G</b> Grampian
<b>Y</b> Yorkshire	<b>A</b> Anglia	<b>E</b> Eireann
<b>Sc</b> Scotland	<b>U</b> Ulster	<b>CI</b> Channel Is
<b>Bt</b> Breakfast Television		<b>C4</b> Channel 4

<b>Albion soap:</b>	Ln,M,A
<b>Anadin:</b>	All areas
<b>Biactol:</b>	All except G,WW
<b>Cabdrivers cough linctus:</b>	M,Y
<b>Canderel:</b>	All areas
<b>Coldcare:</b>	All areas
<b>Complan:</b>	All except A,M,E,CI
<b>Cosifits:</b>	All areas
<b>Crookes One-a-day:</b>	All except CI
<b>Fairy toilet soap:</b>	M,Y,Sc,WW,NE,A,U
<b>Farley's rusks:</b>	All areas
<b>Glints:</b>	So, Ln, C4
<b>Hedex:</b>	All areas
<b>Infacare:</b>	All areas
<b>Karvol capsules:</b>	All areas
<b>Milton fluid:</b>	All areas
<b>Night of Ulay:</b>	Ln
<b>Nurofen:</b>	All except CI
<b>Oil of Ulay:</b>	Lc,Y,Sc,WW,NE,A,We
<b>Oz kettle descaler &amp; bath cleaner:</b>	Ln,So,A
<b>Pampers:</b>	All except So
<b>Peaudouce:</b>	Sc
<b>Pond's creams:</b>	All areas
<b>Ralgex:</b>	M,Lc,Sc
<b>Redoxon multi-vitamins:</b>	Lc,Sc,So
<b>Sanatogen:</b>	All areas
<b>Strepsils:</b>	All areas
<b>Simple soap &amp; skincare:</b>	M,A,U,C4(Ln),Bt
<b>Sinutab:</b>	All areas
<b>Supersoft Once:</b>	All areas
<b>Tramil:</b>	Lc,So,A
<b>Vaseline intensive care:</b>	Bt



# Some people need more than a trace of zinc



Most people get enough zinc; traces of it in the normal diet are enough for day-to-day requirements. But some people do not eat a normal diet and they are at risk of zinc deficiency. And as zinc is lost in sweat, people who exercise heavily need more than the rest of us and may also be deficient.<sup>1</sup> As zinc is important for muscle strength, endurance and tissue healing<sup>2</sup>, supplementation may be vital.

Until now zinc supplements have had one drawback – they were associated with a high incidence of gastrointestinal side effects. New Solvazinc is a soluble tablet which has virtually eliminated this problem. You can recommend Solvazinc with confidence.

AVAILABLE THROUGH  
PHARMACIES ONLY



## **Solvazinc** The ideal zinc supplement

Further information is available from: Thames Laboratories Limited, Thames Building, 206 Upper Richmond Road West, London SW14 8AH. Telephone: 01-876-4316. References: 1. Harlambre, G. (1981) Int.J.Sports.Med. 2: 135. 2. Krotkiewski, M. et al., (1982) Acta.Physiol.Scand., 116: 309

Find out more about zinc.

Send for the Zinc Information File now. Just fill in the coupon and post to Zinc Information File, Thames Laboratories Ltd., Thames Building, 206 Upper Richmond Road West, London SW14 8AH. Please send me my copy of the Zinc Information File.

Name \_\_\_\_\_

Pharmacy stamp \_\_\_\_\_

**Thames Laboratories Ltd.**



## K-C back chemists

The small independent chemist is to be supported by Kimberly-Clark in a ten-week radio advertising campaign linked to in-store promotions.

The idea is to encourage more women to buy Kleenex Boutique tissues and cosmetic cotton wool from their local independent chemist.

K-C are sponsoring the Kleenex Boutique Number One show on Radio Luxembourg, currently running from 10-11pm every Thursday until the end of April.

The show will be a mixture of pop music and useful advice on beauty and skin care, designed primarily to appeal to 15-24 year olds.

It will feature information on beauty matters and offer listeners the chance to win holidays, towelling robes and free Boutique products, by completing entry forms available only in independent chemists. The pharmacist supplying the winning form will win a weekend for two in Luxembourg.

Each of the products in the range will also have its own 30-second commercial during the show.

"As far as we know, this is the first time that a radio and promotional campaign of this size has been run directly to support the independent chemists," says major accounts manager Stan Newman.

**Kleenex Velvet toilet tissues** will be available in the North of England from April, with the support of a £2m advertising and promotional campaign.

The decision to distribute the product in



the North follows a successful period in the southern half of the country — market share rose from 9.3 per cent in 1982 to 12.5 per cent in 1983, say the makers.

Details of the advertising campaign have yet to be finalised but there will be a separate campaign to promote the product in the South. *Kimberly-Clark Ltd, Larkfield, Maidstone, Kent.*



Stuart Edgar are launching a hand lotion under the brand name Pampered.

The product is lightly perfumed and includes a waterproofing agent to protect hands from chapping, say the makers. The lotion (300ml, £0.54) comes in a flip-top plastic bottle. *Stuart Edgar Ltd, Etherstone Mill, Lilford Street, Leigh, Lancs WN7.*

## Sensodyne

March 5 sees the start of a £2m national television campaign for Sensodyne toothpaste. It will run for four weeks on ITV. *Stafford-Miller Ltd, Stafford-Miller House, The Common, Hartfield, Herts AL10 0NZ.*

## Newmark mother and baby push

Mother and baby lines will be strongly featured in the next Numark national promotion — to run in-store March 12-24. In addition there will be a Kleenex promotion with Marks & Spencer vouchers worth £2, £5 and £7 given with case orders of 5, 10 and 12. Orders for 12 cases will also qualify for an entry into a lucky draw — the prize of which is a £100 M&S voucher.

Superbuys include Pennywise, Lil-lets tampons, Signal toothpaste, Freestyle, Silvikrin hairspray, Alberto VO5 shampoo and conditioner, Poly Foam, Heinz baby food cans, Farley's rusks, Snugglers, Johnson's baby lotion, shampoo and baby powder, Tender Touch wool, Lucozade, Pears soap, Soft & Gentle anti-perspirant, Mum anti-perspirant roll-on and refill, Nulon hand cream, Marigold housegloves, Milton 2, Vaseline pure petroleum jelly, Sensodyne toothpaste, Radox salts and the Kleenex facial tissues range. All these products will be advertised in *The Sun, Daily Mirror, Radio Times, Sunday Post, Sun Day Magazine* and on Ulster television.

Merchandising material will be available while specials on promotion will include Bonjela, Disprin, Junior Disprin, Veganin, Woodward's gripe water, Dentyne, Milk of Magnesia, Rinstead pastilles and gel, Tri-ac, Hedex and Setlers. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

## Sweet dreams

Dreamland's new range of electronically-controlled overblankets incorporates three separate safety systems designed to increase consumer confidence.

A pre-heat override switch, which allows maximum power to heat the bed quickly, also has its own automatic safety check-out facility. Electronic controls are alert for accidental over-heating, while a continuous fail-safe device acts in the event of other electronics failing.

The blanket comes in single, double, double dual and king-size double dual. It will be available from July with prices ranging from around £44 for the single and £67.50 for the king-size. *Dreamland Electrical Appliances Plc, Shore Road, Hythe, Southampton SO4 6YE.*

## Clinicomb kit

Clinicomb have introduced a head louse prevention kit (£3.80). It comprises polypropylene comb, metal lice comb, hand magnifier and 16 page booklet on head louse prevention. *Clinicomb Ltd, PO Box 150, Chippenham, Wilts.*

## Jarosil tissues

Tissues for the removal of eye, nail and face make-up are now available from Jarosil together with face tonic tissues. Prices are £1.27 and £2.25 for the packs of 50 and 100 eye make-up and nail enamel remover tissues and £1.46 and £2.57 respectively for 50 and 90 face make-up remover and face tonic tissues. *Jarosil (Medical Products) Ltd, 267A Kings Road, London SW3 5EN.*

## Tillotts relaunch

Tillotts Laboratories are relaunching Rowachol and Rowatinex capsules (50, £5.95 trade) and liquid (10ml, £5.70). Packs now carry the company's logo. *Tillotts Laboratories, Unit 24, Henlow Trading Estate, Henlow, Beds.*

## Synogist sizes

A 200ml size of Synogist shampoo (£15.46) is to replace the 100ml pack. Until the 200ml size is available, two 100ml bottles will be banded together. Distributors are *Farrillon Ltd, Bryant Avenue, Romford.*





# If they've ever used sugar they'll go for gold.

We're launching Hermesetas gold the sweetener even sugar users go for. The taste's a winner because it's made from Acesulfame K the pure-tasting sweetener, the one that gives your customers all the pleasure of sugar but with none of the Calories.

And Hermesetas gold is better value than other new sweeteners too, with a recommended retail price of 89p for 200.

So now you can give your customers the choice of the ever

popular Hermesetas in the blue tins with saccharin, as well as new Hermesetas gold.

We're spending over £1 million to support the brand commencing with a national TV campaign to launch Hermesetas gold. So stock up now and cash in some winning profits.

Contact your Crookes Products representative or your local wholesaler and place your order.

## Hermesetas gold—the winning taste



## ACE-inhibitors next step in hypertension

**A new antihypertensive drug will shortly be marketed in the UK by Merck Sharp & Dohme provided it is approved by the Committee on Safety of Medicines.**

Enalapril is described by MSD as a second generation ACE inhibitor, and acts by affecting substances active in the renin-angiotensin-aldosterone system.

When the kidney senses a drop in volume, pressure or salt content specialised juxtaglomerular cells increase the secretion of renin. In the bloodstream renin activates angiotensin I. This compound interacts with angiotensin converting enzyme (ACE) to form angiotensin II, a potent blood pressure elevator. Angiotensin II has a direct vasoconstrictor effect upon vascular smooth muscle, a direct renal action causing sodium retention, facilitates sympathetic nervous activity, and stimulates aldosterone secretion from the adrenal cortex.

Enalapril binds competitively with ACE, thus inhibiting conversion of angiotensin I to its active form. ACE inhibition also prevents the deactivation of bradykinin, a powerful vasodilator.

MSD claim enalapril has significant advantages over the first ACE inhibitor on the market, captopril. A major contributory

factor to the side effects seen with captopril is considered to be the sulphhydryl group in the molecule, which is not present in enalapril. Side effects include neutropenia, proteinuria, skin rashes, taste disturbance and Raynaud's phenomenon. There is also evidence of nephrotoxicity. Because of these effects captopril is indicated only when standard therapy has failed.

In clinical trials involving some 3,500 patients MSD claim few significant side effects have been reported with enalapril, although rash and Raynaud's phenomenon are still seen. Enalapril also has a more potent and sustained action than captopril.

In renal arterial stenosis an immediate effect is seen after six days. A similar drop in blood pressure then takes place more slowly over the next three months. When used with a loop diuretic in previously intractable hypertension a reduction in sodium and blood pressure is seen. With a loop diuretic alone this is associated with a rise in renin and consequently angiotensin II, setting off the loss in blood pressure. In combination with an ACE inhibitor this does not happen, and as no aldosterone is produced potassium conserving diuretics and supplements are not required.

Enalapril is also indicated in the treatment of congestive heart failure and in a study exercise capacity improved significantly in 23 out of 25 patients.

MSD suggest that a safer ACE inhibitor may be able to replace the combination therapy involving diuretics, sympathetic inhibitors and  $\beta$ -blockers that is currently used to control hypertension.

## Cidomycin for eyes and ears

**Manufacturer** Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF

**Description Drops:** Each ml contains gentamicin sulphate equivalent to 0.3 per cent w/v gentamicin base in a sterile buffered isotonic aqueous solution.

**Ointment:** each gram contains gentamicin sulphate equivalent to 0.3 per cent w/v gentamicin base in a sterile, smooth greasy translucent ointment base

**Indications** Treatment of external bacterial eye infections including conjunctivitis, blepharitis, styles, corneal ulcers and prophylaxis of trauma. Cidomycin drops are indicated for treatment of external ear infections due to sensitive organisms

**Administration Eye:** 1-3 drops instilled into the affected eye three or four times daily, or as required; alternatively the ointment may be applied three or four times daily. **Ear:** After cleansing the affected ear apply instil 2-4 drops three or four times daily and at night

### Contraindications, warnings etc

Known hypersensitivity to any ingredients. Use contraindicated in the ear if the drum is perforated

**Pharmaceutical precautions** Eye/ear drops: store below 25°C. Eye ointment: store below 30°C

**Packs** Eye/ear drops: 8ml ophthalmic dispenser (£1.34 trade). Eye ointment: 3g tube fitted with ophthalmic nozzle (£1.21)

**Supply restrictions** Prescription only  
**Issued** February 1984

## COUNTERPOINTS

### Cars and Spring colours from Revlon

Spring colours, make-up additions and a chance to win a Ford Fiesta Ghia are the mixed bag of activity from Revlon. In the consumer competition on Revlon Flex the company has linked up with the Ford Motor Company and will be giving away 10 Ford Fiesta Ghias — one every week from February 20 through to the end of April. Leaflets are available at POS and through Ford main dealers.

Entrants have to simply think up a 7 digit number and deposit the leaflet with any Ford dealer displaying the Flex poster. A computer will then select the winning number each week.

Barely-there colours for the lips, eyes

and nails is how Revlon describe the Blonde range of colour cosmetics. Included in the "look" are three powder eyeshadow duets (£4.75) comprising burnished blonde/champagne blonde, hot tomato/glamorously gold and jealousy green/deepglow ivory with champagne blonde, hot tomato and frosty sienna blush-on (£5.95), strawberry blonde and honey blonde moisture cream lipstick (£2.50) and champagne blonde great lustre lip gloss (£2.75).

Champagne blonde and honey blonde are also available in the creme nail enamel range together with mocha mauve (£1.95), while frosted lipstick and crystalline nail enamel are available in blonde (£2.50 and £1.95) together with delicate ivory skin make-up (liquid £2.75, tube £2.50).

To enhance the make-up collection a creamy liquid foundation (30ml bottle, £2.75, 30ml tube £2.50) is available in six shades and a lip control cream, for the lips, (15ml tube, £3.50). *Revlon International Corporation, 86 Brook Street, London W1.*

### Oxazepam tabs from Cox

Cox Pharmaceuticals have introduced generic presentations of oxazepam 10mg and 15mg tablets.

The 10mg tablets (500, £7.33) are white with a division line on one side. The 15mg tablets (500, £8.33) are yellow-peach coloured with a division line on one side. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple, N. Devon EX32 8NS.*

**Peptisorbon** (*Prescription Specialities* last week) is not on the ACBS list as stated. Tutoplast Dura, also from E. Merck, will not be available in this country until the Department of Health have visited the German factory where the product is manufactured.



# BECTON DICKINSON BRING MORE AND MORE BUSINESS TO THE PHARMACY

## with **B-D** Plastipak<sup>®</sup> and **B-D** LO-DOSE<sup>®</sup> SYRINGES

B-D Plastipak  
1ml insulin syringe.

B-D Lo-Dose  
1/2ml insulin syringe.

Every day more and more diabetics are switching to **B-D** insulin syringes. Once they experience the unsurpassed comfort of our Micro-fine II needles they're likely to stay loyal forever. This colossal and continuing swing to pharmacy sales is being vigorously generated by Becton Dickinson via free samples, money-off coupons and year-round advertising direct to diabetics. Equally as important is Becton-Dickinson's professional team of full-time nurses operating as diabetes education advisers and working closely

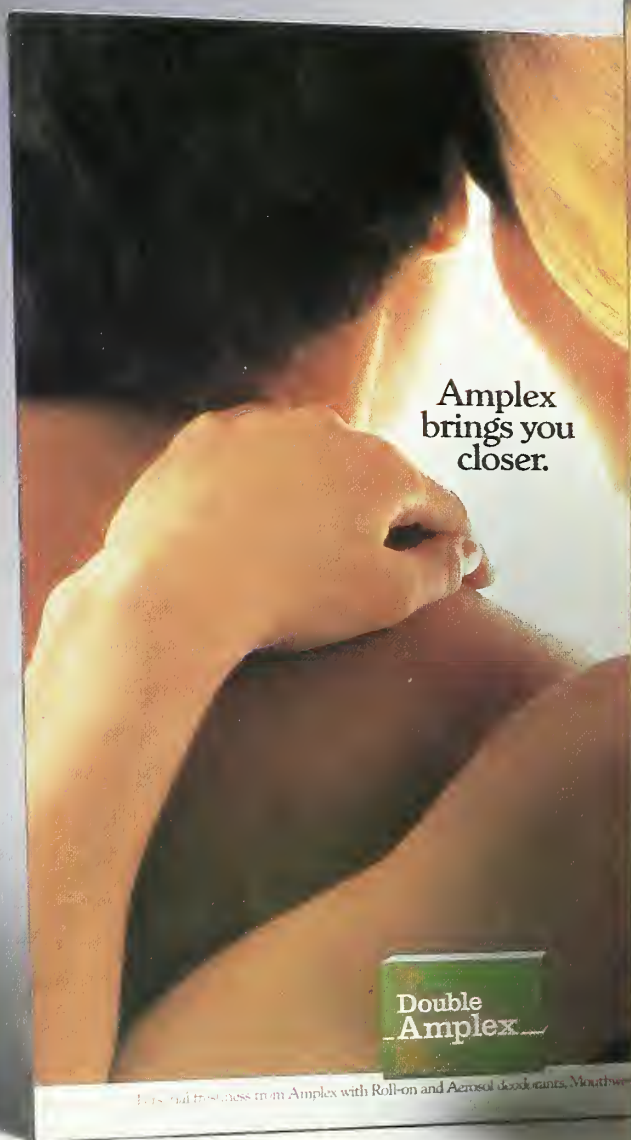
with hospital and community staff to help provide better diabetes care throughout the country. The conversion to U-100 insulin is accelerating the change to **B-D** syringes. Your opportunity for increased sales and increased regular users is vast. So always stock the complete range of **B-D** insulin syringes. Ask your diabetic customers to try them once. Most of them will buy again and again, bringing more and more business to your pharmacy. Just like Becton Dickinson.

**B-D** INSULIN SYRINGES  
Comfortable Convenient Accurate

**BECTON DICKINSON**  
Becton Dickinson UK Limited  
Between Towns Road, Cowley,  
Oxford OX4 3LY Tel: 0865-777722  
B-D, Plastipak, Lo-Dose and Micro-fine are trademarks of Becton Dickinson and Company

**B-D** Better  
Diabetes  
Care

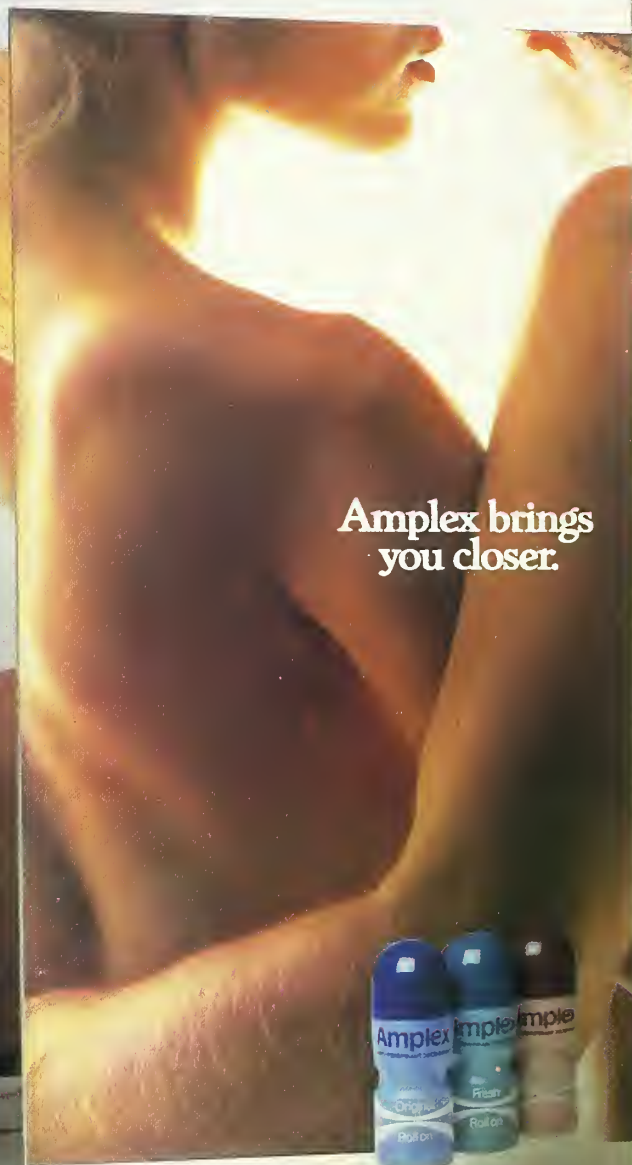




Amplex  
brings you  
closer.

Double  
Amplex

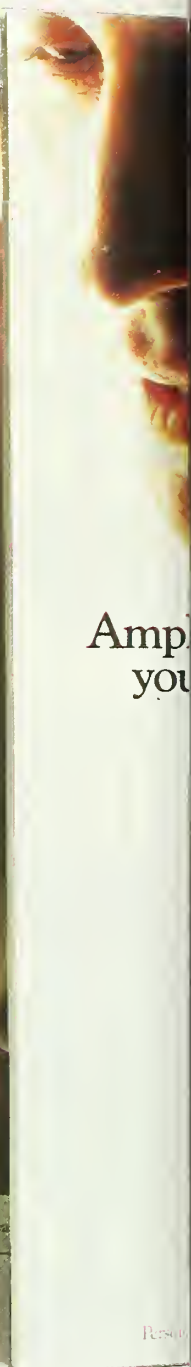
Personal freshness from Amplex with Roll-on and Aerosol deodorants, Mouthwash



Amplex brings  
you closer.



Personal freshness from Amplex with Roll-on and Aerosol deodorants, Mouthwash



Ampl  
you



Now Amplex brings you closer still!  
We're spending £1½ a million in the  
Women's Press on this great new cam-  
paign for the Amplex range.



Now Amplex brings you  
twice as close.



With Roll-on and Aerosol deodorants, Mouthwash



**FREE**

28 Double Amplex  
Capsules on all packs  
New Amplex Aerosol

And that's not all, the range is growing too. This year we're adding new Amplex Aerosol Deodorant in three popular variants, and new Double Amplex Mouthwash, with fluoride.

With Amplex Roll-on Deodorant already number two in its market\* our new Aerosol is set to do well. Very well.

As well as a winning RSP of only 75p, there's a great launch offer into the bargain, with every special pack of Aerosol

offering 28 Double Amplex Capsules free.

Double Amplex Capsules, Double Amplex Mouthwash, Amplex Roll-on Deodorant and now new Amplex Aerosol.

The Amplex name means the products, the pricing, the advertising and the offers to bring you and your customers closer together.

\*Independent Audit

**Amplex**

ASHE LABORATORIES LTD, KINGSTON ROAD, LEATHERHEAD, SURREY KT22 7JZ.





## The cost of living has never looked so good.

Human insulin has always been seen as an outstandingly pure,<sup>1</sup> less immunogenic form of insulin<sup>2</sup> than that which comes from the pancreas of pigs and cattle.

It has, however, been seen as expensive.

In fact, Humulin costs less than

the most widely prescribed porcine insulins.

The price? Just £6.44 for 100 i.u.

You see, Humulin uses genetic engineering and the techniques of recombinant DNA technology as the method of manufacture.

Which means it's entirely

independent of pork and beef prices.

Thus, it can be produced economically, and in large quantities for years to come.

**Humulin**

Human Insulin (crb)

THE HUMAN WAY TO TREAT DIABETES



# Humulin

Human Insulin (crb)

'HUMULIN'S' ▼ 'HUMULIN'I' ▼  
'HUMULIN' Zn ▼ Human insulin (crb)

**Presentation:** Humulin S: A sterile, aqueous solution of human insulin (crb), 40, 80 and 100 IU/ml. Humulin I: A sterile suspension of isophane human insulin (crb), 40, 80 and 100 IU/ml. Humulin Zn: A sterile suspension of crystalline human insulin (crb), 100 IU/ml. **Uses:** For the treatment of insulin-dependent diabetics.

**Dosage and Administration:** The dosage should be determined by the physician, according to the requirements of the patient.

Humulin S may be administered by subcutaneous, intramuscular or intravenous injection. Humulin I and Humulin Zn should be administered by subcutaneous or intramuscular injection only.

Humulin S may be administered in combination with Humulin I or Humulin Zn as required. Humulin I and Zn: Rotate vial in palm of hands before use to re-suspend.

**Mixing of insulins:** The shorter-acting insulin should be drawn into the syringe first, to prevent contamination of the vial by the longer-acting preparation. It is advisable to inject immediately after mixing.

**Contra-indications, Warnings, etc. Contra-indications:** Hypoglycaemia. Under no circumstances should Humulin I or Humulin Zn be given intravenously.

**Precautions:** Usage in pregnancy: Insulin requirements usually fall during the first trimester and increase during the second and third trimesters.

**Transferring from other insulins:** A small number of patients transferring from insulins of animal origin may require a reduced dosage, especially if they are very tightly controlled and bordering on hypoglycaemia. The risk of hypoglycaemia can be considered minimal if the daily dosage is less than 40 IU.

Insulin-resistant patients receiving more than 100 IU daily should be referred to hospital for transfer.

**Side effects:** Lipodystrophy, insulin resistance and hyper-sensitivity have rarely been reported.

**Legal Category:** P **Package Quantities:** 10ml glass vials in packs of 5. **Price:** Humulin S: 40 IU/ml £2.70, 80 IU/ml £5.40, 100 IU/ml £6.44.

Humulin I: 40 IU/ml £2.70, 80 IU/ml £5.40, 100 IU/ml £6.44.

Humulin Zn: 100 IU/ml £6.44.

**Product Licence Numbers:**

Humulin S 40 IU/ml 0006/0163

Humulin S 80 IU/ml 0006/0164

Humulin S 100 IU/ml 0006/0165

Humulin I 40 IU/ml 0006/0166

Humulin I 80 IU/ml 0006/0167

Humulin I 100 IU/ml 0006/0168

Humulin Zn 100 IU/ml 0006/0179.

Date of preparation: December 1983.

**Full Prescribing Information Available From:** Eli Lilly and Company Limited, Kingsclere Road, Basingstoke, Hampshire, RG21 2XA. Or from: Eli Lilly and Company Limited, 5 Percy Place, Dublin 4. Telephone: 680 179.

'HUMULIN' is a trade mark.

HU69 Dec '83

1. Johnson I.S., Diabetes Care

1982, Vol. 5, Suppl. 2, 4-12.

2. Fineberg, S.E. et al (Indianapolis).

Diabetes May 1983, 32, Suppl. 1, 3A.



## PHARMACY ECONOMICS

By Eric Jensen BCom, MPS, MInstM

# Why written records are essential

**Before looking at the ways in which the purchase or establishment of a pharmacy might be financed, it may be helpful to consider a few general principles. Borrowing money or receiving it as a gift has psychological as well as material implications. The parties to any financial transaction must know precisely, and in writing, what their obligations are.**

When money is borrowed there should be a formal contract detailing terms. This should apply whatever the relationship between the parties; even within families it is vital for there to be a proper record. Should one of the parties die without there being clear evidence of the original agreement, all manner of complication can arise. Where money is handed over as a gift, the position should still be confirmed in writing.

When any loan or other contract is considered, the parties must know in advance, and have incorporated into the contract procedures in case the agreement has to be terminated early.

A borrower must be clear about all the types of obligation he or she might incur. These will normally involve interest/capital repayments and so on. There can, however, also be stipulations as to where goods must be purchased or the terms of such purchases.

When money is a gift — without any financial conditions — there could still be powerful moral or sentimental influences on the borrower. A mother setting up her son or daughter in a pharmacy might for example prefer the business to be near where she lives, and this could work against a rational economic decision.

The basic economic principle regarding interest is: the greater the risk the higher the interest rate. Very often the opening of a new pharmacy would seem more risky than the purchase of an existing one. If, therefore, starting a business is contemplated, one might expect more stringent investigation and terms. On the other hand, considerably less capital could be required, as there would generally be no goodwill element.

It should be remembered that interest payments are chargeable against profits, while capital repayment must be made from taxed income. This is true in broad principle, but it is essential that a borrower takes professional advice on this complex subject.

The longer the repayment period of any

debt, the harder it is to make a balanced judgment between the advantages of paying off the loan quickly, or deferring repayment as long as possible. A consideration of discounted cash flow principles is well worth while.

Those who lend money usually seek security — sometimes considerably more than the amount justifies. Borrowers should not let their eagerness to obtain funds lead them to give the lender more protection than necessary. Whenever possible, a reserve of security should be kept in case of future needs.

It should be remembered that a commercial lender is not doing the borrower a favour, but that the transaction is intended to be of mutual benefit. The bank lending money does so with the prospect of making a profit: It deserves no more gratitude than the supplier of goods or services from which the seller hopes to produce a profit.

Borrowers should beware of entering into long term or permanent commitment in return for only short term benefit. The time factor and capacity to repay the loan within a reasonable time must be closely studied. A recent example of the dangers of over-borrowing is apposite here. Although not drawn from retail pharmacy, it could also happen within the profession.

The borrower in this instance had purchased a business from his previous employer and been granted a substantial loan by him. So great was the indebtedness that the former employee was able to meet only the interest payments despite drawing but a slim revenue from the shop.

After some years, no inroads had been made into the capital involved, and extremely long hours were being worked in order to try and remedy the situation. These hours and the worry resulting eventually began to affect the health of both the borrower and his wife.

More Pharmacy Economics on p333



An important announcement on head louse eradication

# The Right Approach

\* Suleo-C shampoo contains carbaryl - the only human insecticide without a single reported case of louse resistance

\* Suleo-C shampoo is an effective pleasant-to-use alternative when lotions are not tolerated

Carbaryl is a potent insecticide. You can help to retain its efficacy by -

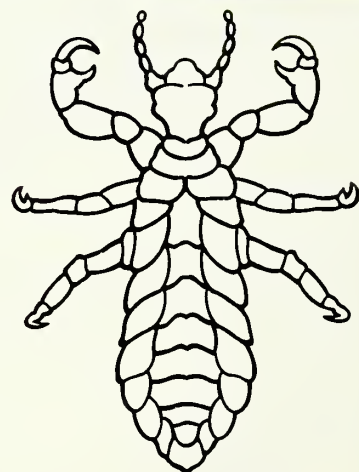
- ensuring that users read the instructions inside every pack, since incorrect use of insecticides may encourage resistant strains

- storing Suleo-C shampoo away from heat



# SULEO-C shampoo

with carbaryl 0.5% w/w



## the EFFECTIVE alternative to lotion treatments

Another guaranteed product from International Laboratories, Wilsom Road, Alton, Hants GU34 2TJ



Continued from p331

## Sources of financial assistance

**One's own resources.** Life assurance policies, property, shares, and investments, might either be cashed-in or used as security for a loan.

The choice will depend on a number of factors such as current interest rates, tax position of the individual, market for shares and so on.

Age, state of health and commitments of the prospective proprietor will also be relevant. Expert guidance should be sought here, however.

**The commercial banks.** A borrower's accountant should be brought into discussion with the bank, and the relative merits and drawbacks of fixed loans versus floating overdrafts considered.

Bear in mind that there is keen competition between the banks for this kind of business, which is a major source of profit for them.

The point made earlier about the amount of security asked for should be given most careful attention.

**Assurance companies.** An alternative to using a policy with a surrender value as security for a bank loan is to seek a loan direct from the insurance company. The company would normally wish the policy to continue, rather than be terminated, and the policy holder would then maintain life cover.

The basic surrender value would tend to increase as further premiums were paid.

**Friends and relatives.** The importance of having any arrangement put on a formal business footing, and set out clearly in writing, has already been stressed.

**Trade and professional bodies.** Pharmacists seeking funds would be wise to obtain full details of the NPA business purchase and guarantee fund, and check on details of facilities offered by the various wholesalers.

The intimate knowledge of pharmacy such organisations possess must be considered an added bonus on top of the financial help they can proffer.

**Finance houses.** If finance is not obtainable through the usual sources, it could mean that the venture is a particularly high-risk one.

A high interest rate and strict terms should be expected. Prospective borrowers would presumably be prepared to accept high interest rates only if there were prospects of high profits.

**The vendor of a pharmacy.** A vendor's willingness to accept part-payment terms

could be evidence either of his confidence in the business's future or of a desperate need to sell. The would-be buyer should find out which applies.

Contracts covering a part-payment arrangement should make clear where control of the pharmacy is to rest pending payment of the final instalment. This is crucial whether or not shares in a limited company are involved.

Expert legal and financial advice from specialists with knowledge of the pharmaceutical profession is indispensable if legal and other complications are to be avoided.

**A loan secured by a guarantor.** The intending purchaser of a pharmacy might have a relative or friend with assets which would be acceptable as security for a bank. The loan would be made to the person guaranteed, who would then be responsible for payment of interest and repayment of capital.

The guarantor becomes liable only if the person guaranteed goes into default.

In the event of the guarantor having to meet the debt because the borrower defaulted, the latter would then be liable to the guarantor.

It is quite usual for the guaranteed person to pay the guarantor a small percentage of the sum involved in return for the facility. This is in addition to the interest payable to the bank itself.

**A co-director or partner.** Instead of borrowing money, a pharmacist might prefer to go into business with someone else who has the necessary capital. In England, as distinct from Scotland, a pharmacist may not enter into such a retail partnership with a non-pharmacist, and formation of a limited liability company could therefore be the answer here.

The partner or co-director with the predominant cash investment does not necessarily have control. Terms of the contract between the parties (and the type of shares and relative holdings by the co-directors in the case of a company) will govern this.

In the next article in this series further possible sources of finance will be discussed and a neglected way of clearing debts at an accelerated rate considered.

Further general remarks on finance, with certain caveats, will follow before the topic of potential and its assessment is approached.

For further information on the various sources of finance available, plus details of schemes on offer from the wholesalers and advice on how to prepare your case before visiting the bank manager, see also C&D's feature on the subject (May 28, 1983).

## 'Splendid lady' to stay on Register

**A 90 years old Leeds widow was given the chance recently to fulfill her heartfelt wish to remain a member of the Pharmaceutical Society until the end of her days — despite allegations that she had become incompetent because of her great age.**

The Society's Statutory Committee decided not to strike Mrs Beatrice Sparling, joint owner with her younger sister of a pharmacy in Chapel Allerton, off the Register. Instead, the Committee postponed judgment for six months after accepting an undertaking by Mrs Sparling's solicitor, Mr John Norris, that she would not practice as a pharmacist or involve herself in the business.

The Society's Council alleged that Mrs Sparling was incompetent, forgetful and unaware of the changes which have affected pharmacy in recent years. Conditions at her pharmacy had deteriorated and there had been illegalities in the keeping of records, particularly those concerning Controlled Drugs.

The Council also alleged that Mrs Sparling was liable to supply, without question, medicines liable to abuse and had not prevented the business, including its professional aspects, being to a large extent directed by her sister, who was not a pharmacist.

The Committee's chairman, Sir Carl Aarvold, said that the allegations had been proved "up to the hilt." Mrs Sparling's misconduct was not a result of intentional malpractice, merely the result of her inability to fulfil the responsibilities of a pharmacist. This involved a danger to the public.

But she was "a splendid lady" who had grown old in the pursuit of a profession in which she took great pride. They were anxious to help her and hoped the Society's inspector would keep a friendly eye on the pharmacy and on her.

Mr Josselyn Hill, for the Society, said that the complaints were made 16 months ago when Mrs Sparling was the superintendent pharmacist of the company. But although she was replaced as superintendant in November 1982 she was still a director of the business and remained at the shop because she lived over it.

The Society's inspector, Mr Peter Greenwood, said that he visited the pharmacy earlier this month and found conditions to be quite satisfactory.

Mr Norris said that Mrs Sparling would resign as a director of the company.



## UK bottom of scripts league

**Britain has a lower rate of prescribing than any other major European country, according to study by economist, Mr Bernie O'Brien at Brunel University, London. The study was published by the Office of Health Economics this week.**

In 1982 there were 6.53 prescriptions per head in Britain compared with 9.60 per head in Spain; 10.04 per head in France 11.18 per head in W. Germany, and 11.26 per head in Italy.

The study also shows that Britain is the only country of the five in which generic prescriptions featured in the top 20 items prescribed.

British doctors had the lowest propensity to treat, says the OHE, writing an average of 0.94 scripts per diagnosis. In other countries the figure ranged from 1.31 to 1.5 scripts per diagnosis.

Britons appear to be more neurotic than other Europeans the OHE comments. In Britain mental illness accounts for 5 per cent of diagnoses; in France the figure is 4.1 per cent and in Italy 3.2 per cent. But in Germany mental illness does not feature in the top 20 diagnoses.

Britain also treats more depression than other countries, with 2.2 per cent of prescriptions for antidepressants.

In France, where there are restrictions on advertising household medicines to the public, 180 diagnoses per 1,000 were for the common cold. In Britain and Germany only half as many diagnoses are made for the condition. The report suggest this may be because the French go to their doctor with a cold in cases where Britons and Germans would buy an advertised remedy.

The study was based on statistics collected by Intercontinental Medical Statistics Ltd.

## No legislation for drug-tests

**Private drug companies will be able to continue experimenting on human volunteers, says the Minister for Health.**

In a written answer Kenneth Clarke said the Government had no plans to legislate against private drug tests. Under present guidance doctors may be open to disciplinary action and even sanctions under common law if tests are not approved by an ethical committee.

But he indicated that the Government would be willing to listen to any advice arising from discussions due to take place by the Medicines Commission.



Esselte Metro have introduced an updated version of their 2212 two-line pricing gun — the 12.22 — constructed in Luran, a lightweight plastic. The new model (£64.90 plus VAT) dispenses a 22×16mm label, available in five colours and three adhesives.

The top line contains up to seven digits (for PIP codes etc) while pricing up to £99.99 can go on the bottom. The 12.22 comes in two versions — coding/pricing or date-coding/pricing. *Esselte Metro Ltd, Spur Road, Feltham, Middx TW14 0TG.*

## Partial consent only given to Cornish GPs

**Only "partial" consent has been given to doctors applying to dispense in the St Columb and Camelford areas of Cornwall.**

The Rural Dispensing Committee decided at their meeting at the end of January that outline consent would only be given for certain parts of the practice area, so as not to prejudice the pharmaceutical service in the remainder.

In Camelford consent was given for the parishes of Blisland and St Breward, but the remainder refused. For St Columb Major consent was not given for St Columb itself, Mawgan-in-Pydar and St Enoder.

Dr John Lewis, chairman of the GMSC's rural practices subcommittee, has criticised pharmacists for undermining confidence in the new arrangements. According to the medical newspaper *General Practitioner*, he believes attempts by pharmacists to get the ombudsman to adjudicate on the issue of patient option forms is destructive.

## Sensilis R advert rapped

**Laboratoires Roc have been asked to amend one of their advertisements for Sensilis R wrinkle cream, following a complaint to the Advertising Standards Authority.**

A member of the public challenged the statement "Day by day your wrinkles will fade. Visibly." The advertisement also claimed the cream "stimulates cell growth and combats the major cause of wrinkles", and that results over a period of 15 days were "nothing short of spectacular."

The complaint was upheld, with the Authority noting that stimulation in cell growth cannot reverse the degeneration in facial tissue responsible for wrinkles. In any event, Roc has been unable to substantiate their claims on cell growth.

Substantiation offered regarding the treatment was also felt to be inadequate, as the company's tests had looked only at extremely fine "dryness" lines, not visible wrinkles. This followed inspection of the company's evidence by an independent consultant.

## Premises fall

**The number of registered pharmacies fell by 12 — to 10,949 — in January.**

England (excluding London) saw a fall of four with 15 additions and 19 deletions. In London the number dropped by four with four additions and eight deletions. Wales had four deletions and no additions and there was no change in Scotland. An overall fall of eight was seen in January, 1983 but there were 130 additions for the year.

## 'Consideration' for bulk deal

Any agreements between the pharmaceutical and medical professions over bulk prescribing would be given serious consideration, Health Minister Kenneth Clarke said last week in a Commons reply. But he saw no reason for the Government to call the meetings at which such discussions can take place (*C&D* February 11, p251).

The Government has issued guidelines on administering medicines to residents of old people's homes, whether those medicines have been prescribed in bulk or for named individuals.



# YOU ONLY NEED THESE 3 FIXATIVES TO SECURE YOUR PROFITS NICELY.

75% of all sales come from Stafford-Miller denture fixative brands, primarily Super Wernets, Super Poli-Grip and Dentu-Hold – each No. 1 in their respective fields of Powder, Cream and Liquid fixatives.

So your customers need go no further.

All their needs are met by these three brands.

All are getting solid advertising support during 1984. With

more than £1,000,000 behind the three leading brands, they're going to get a lot of notice, in this dynamic market.

And if you make sure of being well stocked with these three category leaders, you can take a confident bite at the profits.

The advertisement features three product boxes and a tube of denture fixative, each with a couple using the product. The top left box is for 'NEW! Dentu-Hold LIQUID DENTURE FIXATIVE'. The top right box is for 'SUPER WERNETS Denture Fixative Powder Medium'. The bottom right tube is for 'SUPER POLI-GRIP FRESH MINT FLAVOUR LONG LASTING DENTURE FIXATIVE CREAM'. The couples are shown in a happy, confident manner, reinforcing the message of the advertisement.

**SUPER WERNETS · SUPER POLI-GRIP · DENTU-HOLD.**

Stafford-Miller: the first name in denture care.



## BNF 'miscasts' products

**In the British National Formulary products often lose their clinical individuality and are frequently miscast or given inappropriate references, Dr Eric Snell, director of medical and scientific affairs, Association of the British Pharmaceutical Industry, says in the *Lancet*.**

The BNF, says Dr Snell, is often seen as an official government formulary, which it is not; the only single, official description of a medicine is that contained in the data sheet.

The ABPI has monitored discrepancies between the Data Sheet Compendium and the BNF since the latter's change of format. Dr Snell confirms that significant disparities exist (*C&D* January 21, p105).

Comparing information from 20 companies and entries for their products in BNF No 6 the ABPI found 15 omissions (of an indication or property), 16 errors of fact (of dose or description) and 14 differences of opinion (on use or properties).

In a second *Lancet* letter, members of the BNF's joint formulary committee note that it is common experience that no two independent sources give identical answers. The BNF cannot be comprehensive and should be read, where necessary, with more detailed texts.

## ICL cite Vestric

**ICL are using the example of Vestric's Link system to promote their personal computer in advertising in the "heavyweight" national dailies.**

Vestric have taken orders for 500 level III systems and over 400 have so far been installed. The system is based on hardware supplied by ICL. The first advertisement appeared in last Friday's *Financial Times*.

"They are using us as testimony," Vestric's John Kerry told *C&D*. "Although the advertisement is all Vestric, ICL paid for it. We have always been one of their big customers." The *FT* advertisement is headed "Tense? Nervous? Headache?" and says that 500 chemists now have a very capable personal business system.

Nine members of Vestric's sales force will be dedicated to selling level III on a national basis (including Northern Ireland) from March, said Mr Kerry.

The address of Medici Computer Services Ltd, (*C&D Letters* last week) is 155A Lascelles Hall Road, Kirkheaton, Huddersfield HD5 0BE.

## Large but not 'little'

I wonder if the meaning behind your headline (Little and large) to "Alarmed's" letter (February 11, p290) was intentional or just a Freudian slip. After all they are comedians!

An extrapolation from the figures given for the two shops and the application of discount structure produces the following picture:-

	Shop A	Shop B
Scripts	1,230	5,030
Fees	£504	£2,030
On cost (15.4%)	614 (2.6%)	391
BPA	200	200
W/sale discount	259	1,143
	(on £3,987)	(on £15,038)
Total gross Profit	£1,577	£3,764

Difference (Shop B - Shop A) = £2,187

I think I could just about pay a part-time pharmacist and two technicians from £26,000 a year. It seems to me that far from the balance of remuneration having gone wrong again, it still has some way to go to put it right.

Surely all our energies should be put into raising the basic sum upon which differentials are built and not into sterile argument about the differentials themselves.

For the sake of simplicity, the calculation of discounts receivable assumes that all purchases are from one wholesaler for each shop. If two wholesalers are used the total discounts receivable will be reduced but the differential will remain the same.

**R.A. Ratcliffe**  
Coventry

## Cash needed

Many have watched with interest, especially in the Press, and on radio and TV, the efforts being made to rescue the historical contents of Park's Victorian pharmacy from the auctioneer's hammer.

Thanks to a guarantor of £5,000, the efforts of the Plymouth Mannamead Conservation Society, other local bodies and the Plymouth Branch, success has been achieved.

In so doing financial commitments have been necessary. The hope is for a Victorian pharmacy as a centre for collections and items of pharmacy historical interest to be set up in the museum or other historic buildings in Plymouth. To achieve this end a trust will be set up on which there will be representatives of pharmacy.

The main worry at the moment is finance to clear debts incurred, and to plan the

future. It is felt that pharmacists in general might like to contribute (since pharmacy is primarily concerned) and not leave it to non-pharmaceutical organisations to carry the burden.

With this in mind the Plymouth Branch launched an appeal: "No gift too big, none too small". Can we ask all pharmacists to turn over "that loose cash in the pocket" and help save these heirlooms? Please send donations to me (cheques marked Victorian Appeal Fund), and feel that you have helped your profession in this effort.

**Mervyn Madge**

*Hon secretary*

Plymouth Branch, Pharmaceutical Society,  
1 Saltburn Road, St Budeaux, Plymouth.

See also *C&D* February 4, p205. The story of Mr Park's pharmacy was reported in *C&D* December 17, 1983, p1087, and part of its interior was pictured in the January 14 issue, p98 — Editor.

## Tender touch

In view of the current debate it is worth pointing out that, as actual costs can be assessed only in arrears, retrospection is inherent in any system in which costs are a factor. In any case the current sampling technique cannot be extended to 10,000 separate contracts.

The costs formula is not a contractual obligation, but an agreed convention for arriving at the "global sum". The DHSS needs not, and probably would not, accept a system which would compel it to assess and reimburse individual costs.

There is, however, one form of contract which is individual, would allow "rational location", end retrospection, and accord with the Government philosophy of privatisation. The DHSS could put the contracts out to tender. This is what confronts us if our mechanism of collective bargaining is either wilfully abandoned, or lost as a consequence of ill-considered legal action.

**A.D. Castell**

*Rainham, Essex.*

P	NO. OF DAYS TREATMENT N.B. ENSURE THAT DOSE IS STATED
2 Leotard 0100 m. (6) x 10 mls.	
Obviously a prescription for diabetic dancers. It'll be leg warmers next.	



# The big advantage of electric storage heaters.

They're small.

As a result of using the new thermal blocks and improved, more compact insulation, storage heaters are far slimmer than before (some less than 6" in depth).

Yet performance and efficiency remain as high as ever.

The thermal blocks inside the storage heater have been designed to have a higher heating capacity than before, and today's storage heaters can maintain comfortable temperatures at all times of the day.

---

*BUT YOU'RE NOT SERIOUSLY GOING TO TELL ME THEY'RE ECONOMICAL?*

---

Compared with other heating systems, they often have lower capital, installation and maintenance costs. With little more than a simple wiring job needed, installation is fast too.



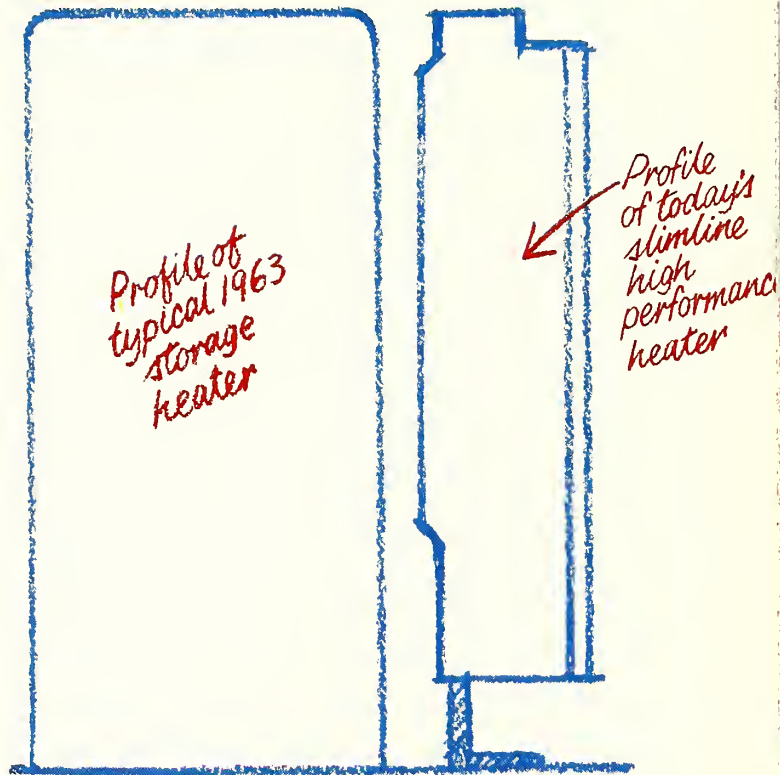
---

*THAT'S ALL VERY WELL, BUT SURELY THE RUNNING COSTS ARE TOO HIGH?*

---

That's the common misconception – but, using low-cost night-rate electricity, storage heaters can easily cost as little as other heating methods, in many cases even less.

Improved features such as auto-



matic controls, together with good building insulation, ensure efficient operation.

Something else worth bearing in mind: electric heating is clean and safe, and electric heaters tend to have a long life, with little maintenance.

As more and more people are finding out.

## More answers

There are many more answers about electric heating where these came from.

So send us the coupon or give us a call: Freefone Build Electric. Post to: Electricity Publications, PO Box 2, Feltham, Middlesex TW14 0TG.

I would like more answers on Storage Heaters from these manufacturers:

 **Creda**  **Dimplex**  **Rohr**  **Unidare**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Position in Company: \_\_\_\_\_

**PLANELECTRIC**

The Electricity Council, England and Wales.



# Pennkinetic system comes to Europe

**Mr Isaac McGraw, corporate vice president of Pennwalt Health Care, is in the UK this week hoping to persuade British drug companies to licence his Pennkinetic drug delivery system, claimed to be the first to provide controlled release from a liquid formulation.**

The system uses a biologically inert ion exchange resin, onto which the drug is attached. The drug-resin complex is coated with semi-permeable ethyl cellulose membrane. On reaching the stomach sodium cations displace the drug which diffuses through the membrane. The membrane can be tailored to control rate of release. Resin is excreted unaltered.

The system is reliable and reproducible, Pennwalt claim. It operates independent of pH, temperature and gastric contents. It is dependent on the ion concentration in the GI tract, which is remarkably consistent. Because the drug is

encapsulated there is no taste.

As Pennwalt have marketing presence in Europe, "native" companies will be given license deals. Mr Bernard Shea, president of Pennwalt pharmaceutical division, indicated that negotiations were nearing completion with several British companies.

Pennwalt have licensed Eurand International of Milan to market and manufacture for third parties, and to provide the chemical intermediates for the production of the Pennkinetic system. Under the agreement Eurand are required to set up a product development facility to apply the system to European products, and to provide at least one production facility for scale up and manufacture. They will also assist with licensing.

Since 1982 two cough cold preparations using the Pennkinetic system have been approved by the US Food and Drug Administration. A number of others are under consideration.

Only Medicines available as Pharmacy medicines.

Napp have invested £20m in the new complex and employ about 240 people there. Previously they had facilities in Aberdeen, West Drayton and Watford and, when it became necessary to centralise, they chose Cambridge Science Park because it offered a good location on which they could build to their own requirements.

## Napp expand at Cambridge

**Just six months after moving into a new manufacturing, administration and research centre at Cambridge Science Park, Napp Laboratories are further expanding their research facilities.**

They have leased additional laboratories elsewhere on the Science Park and are planning to build a research institute on their own 28 acre site.

Napp's research will concentrate on drug delivery systems and ways of improving existing, well-tried medicines rather than on discovering new molecules. Much of the company's growth in sales — from less than £¾ million to an anticipated £21m over the past ten years — has resulted from the invention of their controlled release Continus technology.

Drug delivery through the skin is one of a number of areas that the researchers are investigating, particularly for drugs which irritate or are broken down by the gastrointestinal tract. They hope to overcome the problems of variations and unreliable drug absorption with a new system that might reach clinical trial stage within the next two to three years. They are also looking at the possibility of making more Prescription

## Fisons in \$85m US purchase

**Fisons have agreed to buy US clinical laboratory manufacturer Curtin Matheson in a deal worth \$85m (about £59.7m).**

The acquisition will be funded by the issue of 4.91 million Fisons shares to Coulter Electronics, current owners of Curtin Matheson. In addition to the \$31m paid for Curtin's tangible assets and the \$19m accounted for by goodwill, Fisons will become responsible for \$35m of the company's borrowings.

Curtin Matheson are based in Houston, Texas, and operate a national sales force of over 250. Their network also offers a newly-built computerised distribution centre in Florence, Kentucky.

The purchase agreement includes a clause allowing the new Curtin Matheson to retain exclusive US distribution rights for the majority of Coulter's blood cell counters and instruments for clinical chemistry analysis. These products currently account for about 30 per cent of Curtin sales.

In the year to March 31, 1983, Curtin made pre-tax profits of \$6.5m on sales of \$220m. Fisons hope to add at least \$3.5m to profits in their first year of ownership.

Fisons chief executive John Kerridge says the deal will give his company a "highly competitive stake" in a growing US market. "Curtin Matheson is an excellent vehicle for further US expansion as well as a means of marketing existing and future products of our scientific equipment division" he adds.



The front entrance to Napp Laboratories' new headquarters in Cambridge. The building was designed by Canadian architect Arthur Erickson



## Ciba-Geigy restructure in UK

**Ciba-Geigy are making major changes in their company structure in the UK.**

In April Ciba-Geigy (ADP) and Ciba-Geigy Plastics & Additives will cease to exist. The six divisions which currently make up these companies — including the pharmaceuticals operation — will join a new Ilford UK division as part of Ciba-Geigy plc.

The reformed company will be headed by John Fraser, who becomes group

managing director. He is currently managing director of Plastics & Additives, and was head of the Ilford Group until the end of last year.

Announcing these changes, group chairman Allan Rae said the new organisation was more appropriate to the company's UK operation, following site rationalisation and other industrial restructuring measures of the past few years.

## Investors buy into Mayborn

**Mayborn Products — parent company to Dylon and Jackel — are now 10 per cent owned by investment house Charterhouse Development. This has brought Mayborn a £400,000 injection of funds.**

It is Charterhouse's policy to make minority investments in "fast, good, growing

private companies." Mayborn showed pre-tax profits of over £1m in 1983.

David Wills from Charterhouse will join the Mayborn board, but is not to become involved with the day-to-day running of the company. His role will be rather to assist in policy planning and possibly offer financial advice.

Mayborn's plans now include diversification through the acquisition of other companies and, with Charterhouse's help, they hope to gain a Stock Exchange flotation within the next two-three years.

## Woolies 'yes' to Sunday trade

Woolworths have joined the pro-Sunday trading lobby, and are so hoping to bring policy more in line with consumer needs.

Evidence to the Home Office Committee of Inquiry says the law needs to be changed because it is "out of date and unenforceable in the light of public opinion."

They also condemn local councils for enforcing the law in an inconsistent way. "There is something unacceptable about the degree of enforcement to which our DIY subsidiary B&Q has been subject, since the majority of illegally-open Sunday traders escape scot free" says the company.

## Retail sales

The Department of Trade & Industry's retail sales index showed a rise of 8 per cent to 249 for dispensing chemists (NHS receipts are not included). This compares with an 11 per cent increase to 239 for all businesses.

## JOHN DOWELL & SONS LTD OF SAFFRON WALDEN

Suppliers of the "Dormel" Infant Miniature Feeder & Spare Latex Teats for well over 50 years — obtainable from the majority of Chemist Wholesalers.

Orders (wholesale only) and enquiries to:  
John Dowell & Sons Ltd, c/o R. Higgs, 264 St Barnabas Road,  
Woodford Green, Essex IG8 7DP. Phone: 01-504 8718.

## Paracetamol

Blister packed or bulk.  
Own label if required.  
Competitive price, unbeatable service

**MOLEHAVEN**

Molehaven Ltd 703 Tudor Estate Abbey Road, London NW10 7UW

0184

## ORALCER

**SLOW RELEASE FOR MOUTH ULCERS  
PELLETS**

NOT A GEL — NOT A PASTILLE — BUT PELLETS  
that slowly release 2 Active ingredients at site of ulceration

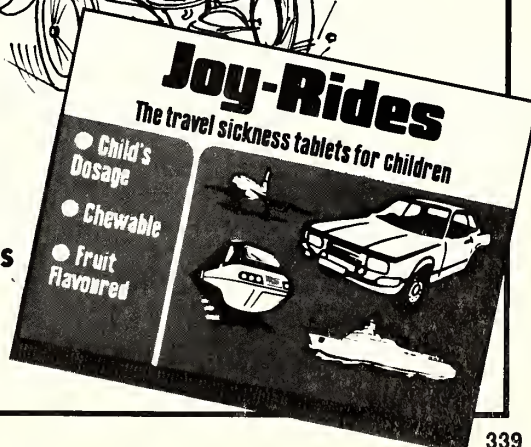
ABIOTICS LTD. 122 Mount Pleasant Alpertown Mddx. 01-903 5541

## Travel sick kids? Always recommend Joy-Rides



CHEWY RASPBERRY  
FLAVOURED TABLETS,  
SPECIALLY FOR KIDS.

Joy-Rides  
from  
Stafford-  
Miller.





## Poor spending on toiletries

**Consumer spending on toiletries shows one of the least promising outlooks of all product sectors in the years to 1986, according to *Retail Business*.**

The sector is expected to show declines of 2 per cent in 1984, 1.2 per cent in 1985 and 0.6 per cent in 1986.

Pharmaceutical spending looks like remaining static for the remainder of this year, with growth of 0.6 per cent in 1985 and 0.8 per cent in 1986.

Both categories appear in the generally sluggish "other goods" sector.

Growth in the non-durable sector as a whole has been only modest over the past 18 months or so. Its performance over the next three years is expected to be unspectacular. Slightly ahead are durable goods, which emerged with a 0.5 per cent edge in the ten years to 1982.

Prospects across the whole market suggest consumer spending will slow considerably in 1984, before recovering slightly in 1985 and 1986 assuming major tax cuts over the next three years are unlikely "So far the consumer sector has far out-paced the general economic recovery, but this cannot last much longer" concludes *Retail Business*. Available on subscription from *Economist Intelligence Unit, Spencer House, 27 St James's Place, London SW1A 1NT*.

## World Scholl base for London

**Schering-Plough have chosen London as the site of a new strategy co-ordination group dealing with Scholl sales worldwide.**

The parent group have been well pleased with Scholl UK's performance in recent years, hence their decision to locate

the new facility in the UK.

They believe Scholl to have great growth potential both in the UK and overseas. The new group's job will be to see that this potential is realised.

Gary Molloy, previously a regional director in SP's international consumer products division and Eric Smith, late of Rimmel International (another group subsidiary) will have responsibility for European development and operate from London.

## Retail failures still high

**Credit Insurers Trade Indemnity report a reduction in business failures affecting their clients in the year to January. But retail distribution was one of the few sectors not to benefit.**

The company received reports of 276 failures in January, 14.6 per cent lower than the previous year's equivalent. "Following the ravages of the past four years, which saw failures rise by 197 per cent, this is a

good start to 1984" they say.

Retail and wholesale distribution accounted for 69 of the failures reported. This is 9.5 per cent higher than January 1983, but a 16.9 per cent reduction on 198 compared to 1983's monthly average.

On a regional basis, failures were up in the North of England and remained steady in the East Midlands. All other areas saw reduction.

**T.I. Rockwell International Packaging Machines** have moved to Home Park Industrial Estate, Kings Langley, Hertfordshire (tel Kings Langley 60177).

## Grocers still perform better OTC

**Grocers continue to out-perform pharmacies and drug stores in selling OTC products common to both groups.**

Nielsen statistics for the last eight months of 1983 show unit sales have increased on average by 5 per cent more through grocers than through pharmacies and drug stores in 17 product classes, when compared with the same period in 1982. For instance, volume through grocers in November and December, 1983 was 12 per cent up on the same period last year compared with just a 7 per cent increase for pharmacies and drug stores. (Nielsen comparisons are made with the corresponding two-month period the previous year to avoid seasonal distortion.)

The destocking trend in drug stores and pharmacies, which peaked at the start of '83, appears to be over. This trend was never evident in the grocery trade which took on more stock throughout the latter part of the year, possibly reflecting their better sales record.

Inflation over the 17 product classes in both shop groups was down to 1.2 per cent in November/December compared with 6 per cent in May/June. However, inflation in the 22 product "chemist dominated" classes was running at 8 per cent in November/December — unit sales were up just 1 per cent compared with a sterling increase of 9 per cent. And stock levels were still 2 per cent down on the same period last year compared with a 5 per cent reduction at the start of the year.

The 22 product categories of traditional "chemist dominated" lines that form the basis of the Nielsen "drug" index (39 product classes) for pharmacies and drug

**ANNOUNCING**

**THE NORTHERN  
RETAIL CHEMISTS EXHIBITION**

**NOR' CHEM'84**

**Winter Gardens - Blackpool**

**30 March - 1 April 1984**

**FOR PROFESSIONAL BUYERS ONLY**

Information and Tickets from:

TRADES EXHIBITIONS LTD, Exhibition House, Spring Street, London W2 3RB. Tel: 01-262 2886. Telex: 25271 (Kenwod) G. Trafares.

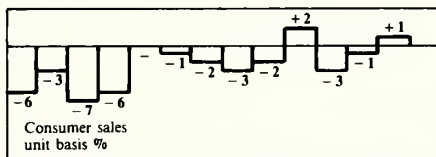
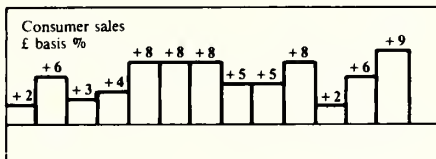
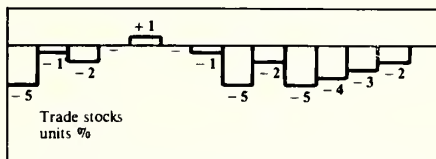


stores are: acne and aftershave preparations, artificial sweetening agents, baby rusks, cough/cold and influenza remedies, cough/cold pastilles and lozenges, denture cleaners, fixatives, eye preparations, hair colourants, colour restoratives and conditioners, liquid antiseptics, mouth fresheners, multivitamins, nasal sprays and drops, nerve tonics, oral lesion preparations, powdered baby milks, slimming aids, strained junior and instant baby foods and vapour rubs.

The 17 product categories monitored in grocers, pharmacies and drugstores forming the "food" index are: air fresheners, baby napkins and syrups, bath preparations, blackcurrant health drinks, cotton swabs, external deodorants, first aid dressings, hair setting agents, hand preparations, indigestion remedies, oral analgesics, razor blades, sanitary towels and tampons, shampoos, toothbrushes and toothpastes.

A. C. Nielsen Co Ltd claim to be the world's largest market research organisation. They operate in 26 countries at present and have been carrying out market research for 40 years.

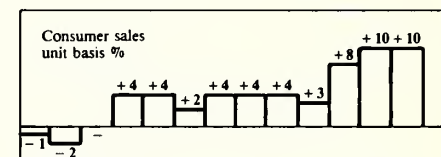
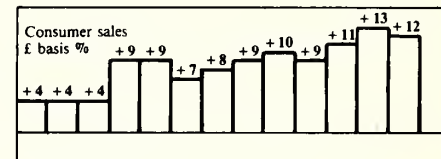
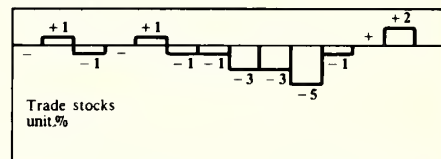
## Pharmacies & Drug Stores Market trends — 22 product classes



Nov Jan Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan  
Dec Feb Apr Jun Aug Oct Dec Feb Apr Jun Aug Oct Dec Feb  
'81 '82 '83 '84

Two-month periods compared year on year  
Source: Nielsen

## Pharmacies/Drug Stores & Grocers Market trends — 17 product classes

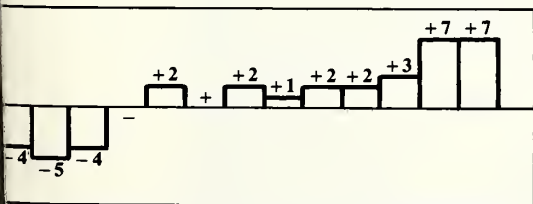
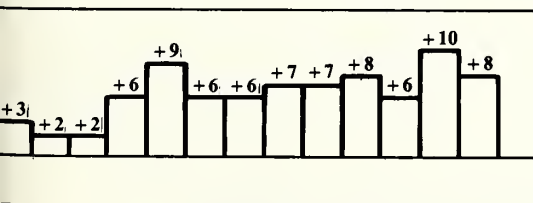
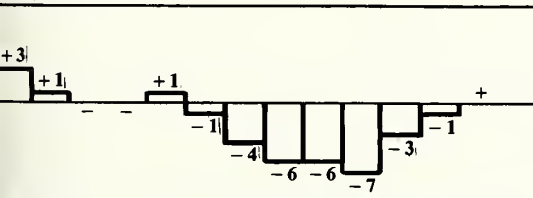


Nov Jan Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan  
Dec Feb Apr Jun Aug Oct Dec Feb Apr Jun Aug Oct Dec Feb  
'81 '82 '83 '84

Two-month periods compared year on year  
Source: Nielsen

## Pharmacies & Drug Stores v Grocers Market trends — 17 product classes

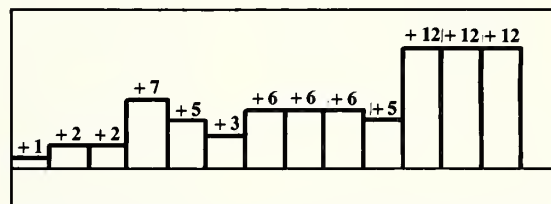
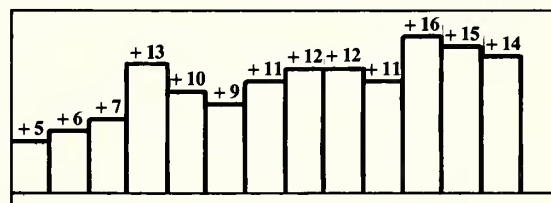
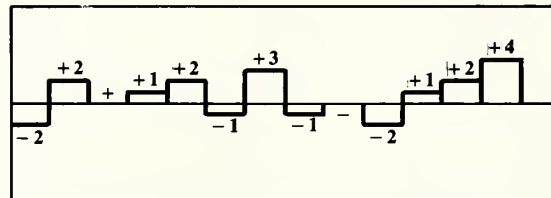
### Drug' index



Nov Jan Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan  
Dec Feb Apr Jun Aug Oct Dec Feb Apr Jun Aug Oct Dec Feb  
'82 '83 '84

Two-month periods compared year on year  
Source: Nielsen

### 'Food' index



Nov Jan Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan  
Dec Feb Apr Jun Aug Oct Dec Feb Apr Jun Aug Oct Dec Feb  
'81 '82 '83 '84



# COMING EVENTS

# APPOINTMENTS

Monday, February 20

**Leicestershire Branch, Pharmaceutical Society.**

Postgraduate medical centre, Royal Infirmary, Leicester, at 8pm. PG lecture No 5.

**Mid-Glamorgan East Branch, Pharmaceutical Society.**

Globe Hotel, Pontypridd, at 8pm. Professor Parfitt, on "Analgesia and addiction." Buffet supper.

Tuesday, February 21

**Bath Branch, Pharmaceutical Society.** School of pharmacy and pharmacology, Bath University, at 8pm. Mr E. Waters, Drugs branch, Home Office, on "Drug addiction."

**Bromley Branch, Pharmaceutical Society.** Shirley Poppy, Shirley, Surrey, at 7.30pm. Mr T.P. Astill, director, National Pharmaceutical Association, on "Troubled times." Working dinner. Joint meeting with West Kent Branch, NPA. Tickets (£7.50) from: Mrs M. Fleming, 70 Sandridge Avenue, Chislehurst.

**Preston Branch, Pharmaceutical Society.** Postgraduate medical centre, Sharoe Green, Preston. Dr Watt, on "Coronary care."

Wednesday, February 22

**Scottish Dept. Pharmaceutical Society.** 34 York Place, Edinburgh. Mr W. Lund, head of pharmaceuticals laboratory, PSGB, on "Closures, containers and dosing devices."

**Dorset Branch, Pharmaceutical Society.** Postgraduate centre, Poole General Hospital, at 7.45pm. Talk on "Treatment of pneumonia, bronchitis and lung cancer."

**London Branch, Guild of Hospital Pharmacists.** St Thomas' Hospital, London, at 7.30pm. Pharmacy forum, on "Nutrition and special diets."

**United Kingdom Clinical Pharmacy Association.**

Derbyshire Royal Infirmary. Workshop, on "Acid-base balance, plasma electrolytes and renal function." Contact Mr M. Cullen, Medicines research unit, Derbyshire Royal Infirmary (tel 0332 47141).

Thursday, February 23

**Birmingham Branch, Pharmaceutical Society.** Keys Club,

Margaret Street, Birmingham, at 8pm. Talk on "Gastroenterology".

**Hull Pharmacists' Association.** Postgraduate Centre, Hull Royal Infirmary, at 7.45pm. Dr A. Tulley, Kodak, on "The history of photography." Joint meeting with Hull Medical Society.

**Wirral Branch, Pharmaceutical Society.** Wirral postgraduate medical centre, Clatterbridge Hospital, at 8pm. Ianu Pinkham, BDS, on "Foundation and philosophy of the British Dental Migraine Study Group." Joint meeting with Wirral dentists.

**Advance information**

**College of Pharmacy Practice.** 1 Lambeth High Street, London SE1 7JN, on Monday March 26 at 10am. "Computer-assisted teaching." Programme includes: "use of video discs for distance teaching in schools of pharmacy," by Dr R. Waigh. Registration £20 for College associates, £25 for others. Forms from: Mr R. Dickinson, secretary of the College, 1 Lambeth High Street, London SE1 7JN.

**Guild of Hospital Pharmacists.** New University of Ulster, Coleraine, April 6-8. Weekend school, on "Trauma" Topics range from "Life support in the traumatised patient" to "The treatment of sporting injuries." Fee £49 for GHP members. Information from Mrs S.M. O'Kane, Principal pharmacist, Pharmacy department, Altnagelvin Hospital, Londonderry (tel 0504 45172 ext 3406).

**44th International Pharmaceutical Federation Congress.** Budapest, Hungary, September 3-7. Congress main symposium theme is: "Introduction of new medicaments and their implications for pharmacy." Fees sent before June are: Dfl 425 for members, and Dfl 500 for non-members. Until August 1 fees are: Dfl 475 for members and Dfl 550 for non-members. Information from: Secretariat FIP Congress 1984, Alexanderstaat 11, 2514 JL The Hague, Netherlands (tel 70-631925).

■ Delegates to the British Pharmaceutical Conference in Southampton, September 11-14, (C&D January 7, p38) are advised to book accommodation as early as possible — hotels are likely to be fully booked by April.

**Kirby-Warrick OTC division Ltd:** The company have appointed five new sales representatives. Norman Beveridge, joins from Chesbrough-Pond's to cover East Scotland; Michael Duffin is accountable for the East Midlands; David Cornish, leaving Chefaro Proprietaries covers the West country; Peter Coe, joining from LRC will look after East Anglia and John Brittain is responsible for South Wales.

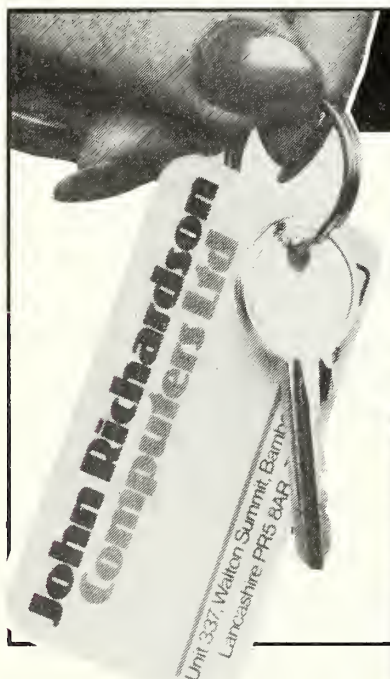
**Hanimex (UK) Ltd:** John Cashmore, managing director, is to take on additional responsibilities as head of the company's European merchandising operation.

**Wilkinson Sword Group Ltd:** Stuart Anderson, formerly director and general manager of the international division, becomes managing director of the UK operation.

**Vestric Ltd:** Paul Aspinell is appointed product manager for the Vantage range, where his duties will include own-label buying. Previously a representative in Vestric's Thames Valley region, he joined the company in 1980 after ten years with Sangers. He is currently working for his private pilot's licence.

# CLASSIFIED

## Professional Prescription Computer Labelling



# This is Quality Labelling

The Richardson system is more than just a labeller.

Apart from labelling, countless other business applications are possible using the versatile and well-proven BBC Model B Microcomputer. Because of its widespread use in schools and businesses worldwide, there is an enormous range of software to choose from, which,

depending on choice, can do your wages, VAT and accounts, for example, or even play games!

Although quality labelling is the first priority, why not buy a system that will do other things too? At prices from £1,135, the Richardson system has the capability of doing so much more — can you afford to settle for anything less?

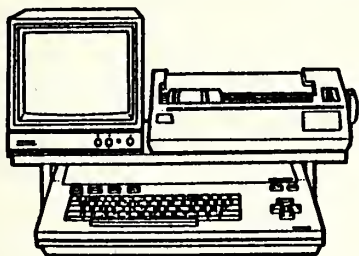


John Richardson Computers Ltd., Unit 337, Walton Summit, Bamber Bridge, Preston, Lancashire PR5 8AR. Tel: (0772) 323

Chemist & Druggist 18 February 1984



## Professional Prescription Computer Labelling



# PACE

### **PACE beta** Pharmacy Labelling System

The advanced professional System  
you won't grow out of

**HIGH SPEED FULLY BUFFERED  
£795 + VAT**

ON ORDERS RECEIVED BEFORE  
29th FEBRUARY 1984

we could tell you lots more but there  
isn't the space so why not call us  
now on 061-928 0087 for a personal  
demonstration.

**Pharmaceutical Computer Systems Ltd**  
37 Stamford New Road, Altrincham, Cheshire WA14 1EB

**AVAILABLE NOW FOR IMMEDIATE DELIVERY**

## Appointments

# Pharmacist for Medical Information Work

An interesting  
opportunity has arisen  
for a qualified Pharmacist  
to join the small medical  
information team which  
supports ICI  
Pharmaceuticals Division's UK sales force.

Our ideal candidate would be a Pharmacist  
who has already had experience of  
information work within the industry but we  
would be happy to hear from qualified  
Pharmacists with 2 or 3 years hospital  
experience who have an interest in information  
work and could work successfully in a  
commercially sensitive environment. The  
work demands high technical competence,  
initiative and enterprise and is an ideal  
introduction for a pharmacist who is  
looking for a route into a commercial  
organisation.

Medical Information Officers operate  
over a wide ranging field within ICI  
Pharmaceuticals Division's International  
business and therefore



Mrs J M Maynard,  
Personnel Officer,  
Imperial Chemical Industries Plc,  
Pharmaceuticals Division,  
Alderley House,  
Alderley Park,  
Macclesfield,  
Cheshire, SK10 4TF.  
Tel: (0625) 582828 ext 230

career prospects are good  
within the information  
field, with wider  
prospects of moves into  
marketing and other  
functions for suitably  
experienced people.

Starting salary would be in the region of  
£11,000 with prospects to reach £13,500 in a  
relatively short time. Additional bonuses  
make up a very attractive remuneration  
package and the remaining conditions of  
employment are equally competitive.

For application form contact:

## Stock for Sale

### VITAMIN D2 IN OIL

**Cinque Chemical Co Ltd**  
32 Pencaster Road,  
Dover, Kent  
0304-205406  
0304-852950

Kis Mini Lab for sale, still under  
5 months guarantee. Can be  
seen in operation. Suitable for  
mini lab or chemist shop,  
offering 1 hour or same day  
service.

Telephone:  
Leicester 0533 56843

### ALAMI IMPORTS & EXPORT LTD

Handkerchiefs loose and boxed,  
range of tea towels. Jacquard an-  
d handloom towels, pillow cases,  
yellow dusters, face cloths, baby  
nappies, terry socks.



**REAL FIB, BULK INQUIRIES WELCOME**

**HOPEGLADE HOUSE**  
19, 23 KINGSLAND ROAD  
LONDON E2 8AA  
Tel: 01-729 5501 (4 lines)  
Cables: SUNAMEX LONDON Telex: 893903 ALAMI G

## Agents

# AGENTS

required throughout UK to  
sell

Prestige French Perfumes

Must have established  
connections

Excellent commission

*Please write with full details  
to:*

**Franglere Ltd, PO Box 201,  
17 Winwick Street,  
Warrington, Cheshire.**

### AGENTS REQUIRED

to sell Henna products in  
Scotland, Ireland, SE England  
& overseas.

*Please contact:*

**Persian Henna Ltd, Unit 12,  
Lammas Close, London E10.  
Tel: 01-539 6506**

## Equipment Wanted

### Personal Weighing Machines

Coin operated type required  
immediately for cash.  
We will collect anywhere.

Please contact: **S. Gundle, Rolls  
Scales Ltd, Royal East Street,  
Leicester or phone Leicester 5943.**

**REPLIES TO BOX NO ADVERTISEMENTS  
SHOULD BE SENT TO C&D CLASSIFIED,  
BENN PUBLICATIONS LTD, BENN  
HOUSE, SOVEREIGN WAY, TONBRIDGE,  
KENT TN9 1RW.**



# Marketing Director-Retail

c £18,000 + Car

This is a new appointment in a leading Company with over 100 retail outlets in the S.E. of England. The emphasis of corporate strategy necessitates a more dynamic marketing approach. It has therefore been decided to recruit a retail-orientated Marketing Director. He/she will be concerned with setting up a marketing organisation capable of:

- \* Developing an overall marketing strategy for the business.
- \* Preparing and implementing an annual marketing plan.
- \* Reviewing and extending the merchandising range to meet potential consumer demand.
- \* Developing and introducing a new store image and layout.
- \* Conducting consumer research, promotional activity and advertising campaigns.

As a member of the Board you will be expected to play a full part in the management of the business. The Company are therefore looking for a mature retailing professional of graduate-level ability with a proven record of success both in retail marketing and operational management, in the Grocery, Toiletry, C.T.N. or similar specialist multiple trade. It is unlikely that anyone under 30 years of age will have gained sufficient experience to meet the Company's needs.

The position will be based in Surrey and carries an attractive salary and fringe benefits. Interested persons should write to Ms. Ann Ridge, **Riley Advertising (Southern) Limited**, Old Court House, Old Court Place, Kensington, London W8 4PD.

A member of the Rex Stewart Group  
LONDON ABERDEEN BIRMINGHAM BRISTOL EDINBURGH  
GLASGOW LIVERPOOL MANCHESTER NEWCASTLE NOTTINGHAM

Confidential Reply Service  
**Riley**

## Shopfitting

### LUXLINE SHOPFITTING SERVICE

**N.P.A. & NUMARK APPROVED**

FREE PLANNING AND ADVICE.  
FOR YOUR SHOPFITTING  
PROJECT.

Contact: —  
**LUXLINE,**  
**8 COMMERCE WAY, LEIGHTON BUZZARD,**  
**BEDS.**  
**Tel: 0525 381356.**

### AILPLAN STORE FITTINGS LIMITED

For the **ULTIMATE** in pharmacy design with emphasis given to individual requirements.

Telephone: 0626 832059

Northern Sales:

Carlisle 0228 47149

Allplan House, Cavalier Road, Heathfield, Newton Abbot, Devon TQ12 6TG.

Quality and original Continental Systems plus total package NPA recommended NO system matches UMDASCH for quality. Prices pleasantly competitive. See for yourself... there's no obligation.

**Umdasch Systems, Apeils Contracts Ltd, Dallow Road, Luton, Beds LU1 1FR**

Ring Luton (0582) 30833 NOW!



**LEXDRUM**  
0626 832308

WE OFFER A PROFESSIONAL SHOPFITTING SERVICE FOR THE RETAIL PHARMACY

**LEXDRUM STOREFITTERS**  
Chapple Rd, Bovey Tracey, Devon.  
0626 832308

**SHOPFITTING**



**FREE**

Everything you need to know is in this FREE pack, sent by return of post.

**SHOWRAX**  
Tower Works, Lower Road, Gravesend, Kent, DA11 9BE  
Tel: Gravesend (0474) 60671

**DETROIT DISPLAY SHELVING**

A new pharmacy can be yours for £18.33 per week (lease rate) fitted free.

Recommended by:

**NUMARK** CHEMIST (TCW)

**K.H. WOODFORD & CO LTD**  
Ring Now 0202 36272

Please mention C&D when replying to advertisements.



## Agents



### IMPORT / EXPORT

1. Scotland. 2. Wales  
3. Surrey, Sussex and Kent  
Agents required with pharmaceutical  
experience to call on pharmacists in the  
above areas.

### CONTACT: EURO CHEM LTD

3 Prince Close, Walworth Ind. Estate, Andover,  
Hants. Tel: 0264 59872/59585.

## Trade Services

Tablet Production,  
Liquid Production,  
Powder Production,  
Packing ...



### CONTRACT PHARMACEUTICAL SERVICES LIMITED

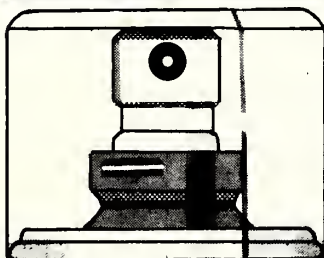
Park Road, Overseal, Burton-on-Trent, Staffordshire  
Telephone: 0283 221616. Telex 341345

**For all  
your  
Classified  
Advertising**

**Contact:  
Russell  
Peacock  
on  
0732 364422  
Ext. 272  
...or write  
to:**

**Classified  
Advertisements,  
Chemist &  
Druggist,  
Benn Publications,  
Sovereign Way,  
Tonbridge, Kent  
TN9 1RW.**

## Stock for Sale



### GERALD FRASER

WHOLESALE  
COSMETICS

**IF YOU WANT  
FRENCH PERFUME  
ENGLISH PERFUME  
DISCOUNT PRICES  
DISCOUNT  
COSMETICS**

*Give us a call at:*  
33 Broughton Street,  
Manchester  
Telephone:  
061-832 3427

Open 9.30-5 weekdays;  
10-2 Sundays

**Sell your goods  
through this  
column.**

## Exports

BUYING \* SELLING \* SHIPPING \* CONFIRMING \* WAREHOUSING \* EXPORTING \* PACKAGING

### COMPLETE EXPORT SERVICE

CONTACT US FOR YOUR: EXPORT  
REQUIREMENTS INCLUDING PROPRIETARY —  
GENERIC PHARMACEUTICALS AND BRANDED  
— UNBRANDED COSMETICS WORLDWIDE.  
INQUIRIES FROM MANUFACTURERS SEEKING  
EXPORT MARKETS FOR THEIR PRODUCTS ALSO  
WELCOME.

**INTERPHARM EXPORTS LTD,  
216 ST. JAMES'S ROAD, CROYDON,  
SURREY CRO 2BW.**

**TELEX: 8951260 TEL: 01-683 1160**

EXPORTING \* PACKAGING \* FORWARDING \* BUYING \* SELLING \* SHIPPING \* EXPORTING

## EXPORT SALES

Recently established UK export agents seek a few  
additional Principals for whom they can act. Long personal  
associations with overseas Chemists, Pharmacies, Fancy  
Goods wholesalers, etc.

*Please send product details to*  
**BOX C&D 3037.**

**TOILETRIES COSMETICS AND OTC ITEMS  
ACQUIRED.**

**EXPORT PACKS PREFERRED.**

*Contact: Jesco Exports*  
**Tel: 01-958 1285**  
**52 GLENDALE AVENUE, EDGWARE,  
MIDDLESEX.**

## Business Opportunities

### PARALLEL IMPORTS

Major French wholesaler wishes to supply  
pharmaceuticals to dispensing chemists in  
Great Britain.

Pharmacists requiring details of products  
and discounts available should in the first  
instance write to their agent

**C/O BOX C&D 3031.**

## Stock for Sale



### IMPORT / EXPORT

Call us for the most competitive  
prices; the best range; the  
quickest service; cash and  
carry.

### CONTACT: EURO CHEM LTD

3 Prince Close, Walworth Ind. Estate, Andover,  
Hants. Tel: 0264 59872/59585.



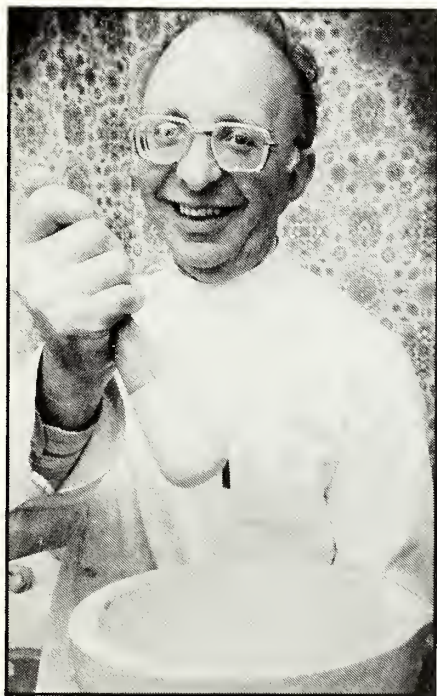
## Olympic cream from Mr Pratt

Community Pharmacist Peter Pratt, MPS, has provided British Olympic Athletes preparing for July's games in Los Angeles with a "secret weapon" of his own devising.

One of Mr Pratt's local customers at his shop in Ottershaw, Surrey, is UK athletics coach Doug Wilson. So when Mr Wilson needed a cream to aid muscle relaxation and prevent the onset of cramp after a workout, he had no hesitation in asking his pharmacist's advice.

"I had to play around with the formula quite a lot before getting it right" says Mr Pratt. "There were periods when I thought I'd never satisfy Mr Wilson — he has got a habit of pressing for something and expecting it to be done pretty quickly."

The mixture which eventually did the



trick contains oil and a water emulsion, with cetostearyl alcohol. "It had to be greasy and slightly oily" Mr Pratt recalls. "It also needed to vanish without leaving the skin sticky."

Mr Pratt now has several "customers" among the athletics squad, and currently produces about 500 grammes of the cream each fortnight.

Mr Pratt's own travels have yet to take him to Los Angeles, but immediately after qualifying in 1956, he and his wife Heather (also a pharmacist) spent five years working in hospitals in South Africa, Australia and New Zealand.



Dr Lindsay Howden has taken over as assistant secretary to the Scottish Department of the Pharmaceutical Society. He replaces Mrs Linda Cameron, who left last week to have a baby. Dr Howden previously worked in hospital drug information.

## Bonanza day

How do you say "thank you" to a computer which has awarded you £10,000? Exmouth pharmacist Paul Stacey didn't try last week — he simply described Unichem, the computer's owners, as "the best thing that has happened to retail pharmacy."

Mr Stacey has been picked for the first prize in Unichem's 1983 "top ten cash bonanza," in which a total of £33,000 was distributed during the year. His staff also benefitted — to the tune of a shared £1,000.

Two £5,000 prizes (plus £500 for the staff) went to Brian Jackson, Ilkley, West Yorkshire, and Edward Newell, Leicester.

Unichem's managing director, Peter Dodd, said the prizes were merely the "icing on the cake" — the competition's success had been measured by the promotional prices and the sell-through to the public.

The draw provided runner-up prizes of £1,000 (plus £100 for the staff) for Brian Throssell, Sheffield; Bob Wickham, Devon; John Robinson, Herts; Glyn Williams, Kent; William Watterson, Liverpool; Mrs Barbara Bereza, London N7; Achmat Rossier, Chester; David Macalpine, Isle of Wight; David Richards, Port Talbot, and Mrs Sheila Troup, Surrey.

Unichem's bonanza prizewinners (left to right) Brian Throssell, Bob Wickham, John Robinson, Achmat Rossier, Eddie Newell, Norman Samson (chairman of Unichem), Paul Stacey, Peter Dodd (managing director), Brian Jackson, Barbara Bereza, Bill Hart (assistant marketing director) William Watterson



## Going strong after 60 years

Bolton pharmacist Mr James Marsden completed 60 years on the Register in January and still works five mornings a week in a pharmacy with his son Mr Walter Marsden.

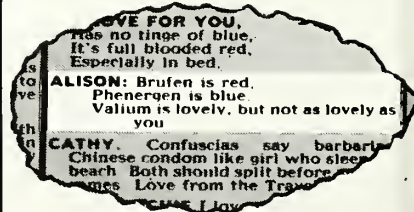
Unfortunately Mr Marsden senior is now very deaf but his son explained that at one time his father retired for a couple of weeks — but became so bored he started work again. He now does some packing and makes up all the ointments and winchester mixtures at the pharmacy. He has also passed on some "nostrums" sold by the business. There seem to be no further thoughts of retirement!

Mr Marsden senior's only regret is the pace of pharmacy today, such that "it's no longer pharmacy", his son said.

Mr Marsden junior explained that his father is well looked after in the shop: the company who supplied the pharmacy's tablet counter installed brighter lights to allow for his father's failing eyesight, and the girls still call him "Dad."

Mr Marsden senior started his retail pharmacy career in Manchester, after the first World War.

A decidedly pharmaceutical Valentine, spotted in Tuesday's *Guardian*. Anyone prepared to own up to it?







# Is your business geared for PROFIT ?

Shopfitting & Design can create the right environment at the right price to allow your business to grow, to increase your turnover and therefore your profit.

We were the first company to pioneer the use of 'Continental dispensing' in the U.K., with the guidance and constant consultation with many satisfied clients, we now know how to adapt the system for British use.

*shopfitting*  
**design**

Shopfitting & Design Centre  
Heron Rd, Sowton Ind. Est.  
Exeter Tel. (0392) 37791/2

N.H.S APPROVED



## LANGDALES Medicinal Essence of Cinnamon

- \* A wholly natural medicine
- \* Reliable remedy for coughs, colds and influenza
- \* No known side effects
- \* Internationally respected

50ml, 150ml and 250ml sizes  
and in tablet form.

AVAILABLE FROM ALL GOOD WHOLESALERS



---

# *“What’s the quickest way to get rid of a bad headache?”*

---

How many times a day are you asked this question?

And which analgesic is the first to spring to mind each time?

More than likely it’s Paracodol. Because Paracodol is strong, soluble and fast-acting.

In an independent study of six widely-used Paracetamol formulations Paracodol was found to have the fastest absorption, with the highest peak levels.

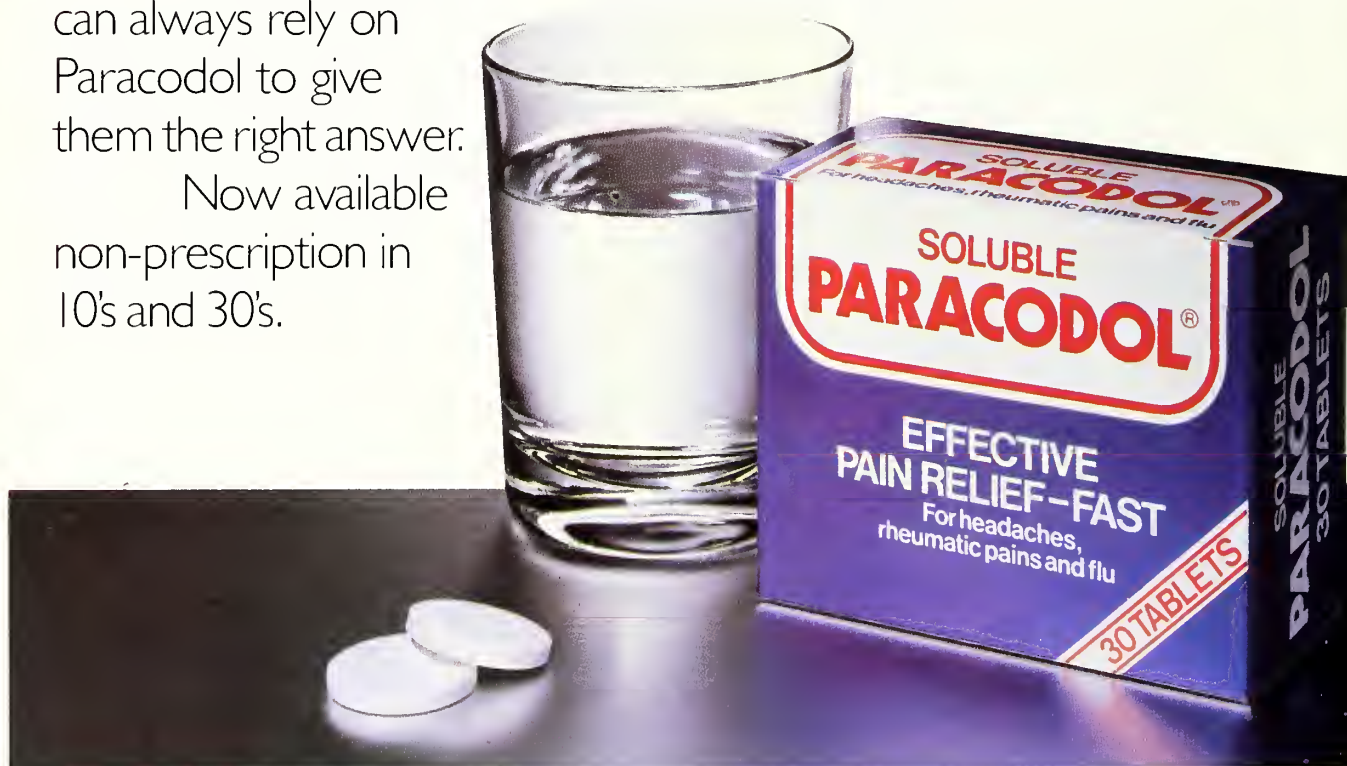
So it is extremely effective.

But, because it’s available only from pharmacies, your customers will rely on you to recommend it.

Just as they always rely on you to provide the answer to their questions.

And just as, when it’s a question of fast effective pain relief, you can always rely on Paracodol to give them the right answer.

Now available non-prescription in 10’s and 30’s.





# BABY CARE

34%

## Are you keeping up with Milupa's growing rate?

In just 9 years, Milupa Infant Food sales shot up to a staggering 34%\* of the Infant Food market in independent chemists.

If your baby food section has been reflecting Milupa's growth, you will have seen your infant food sales shoot up too.

Over the years, mothers have come to trust the name Milupa. They are reassured by our products because they know they meet medical recommendation and are sold through chemists. They look to Milupa for innovations, from our uniquely granulated Infant milk formulae, to our naturally tasty foods, variety of rusks and Infant Drink.

So make sure you're giving Milupa the shelf space it deserves. And watch your profits grow as fast as your customers.

\*Independent audit

**milupa**®  
The new generation of Baby foods.

For further information please contact,  
Milupa Limited, Milupa House,  
Hercies Road, Hillingdon, Uxbridge,  
Middlesex, UB10 9NA.  
Telephone Uxbridge (0895) 59851

Everyone agrees that breastfeeding gives a baby the best start in life, but when breastfeeding is not chosen or isn't possible Aptamil and Milumil can be chosen with confidence.

30%

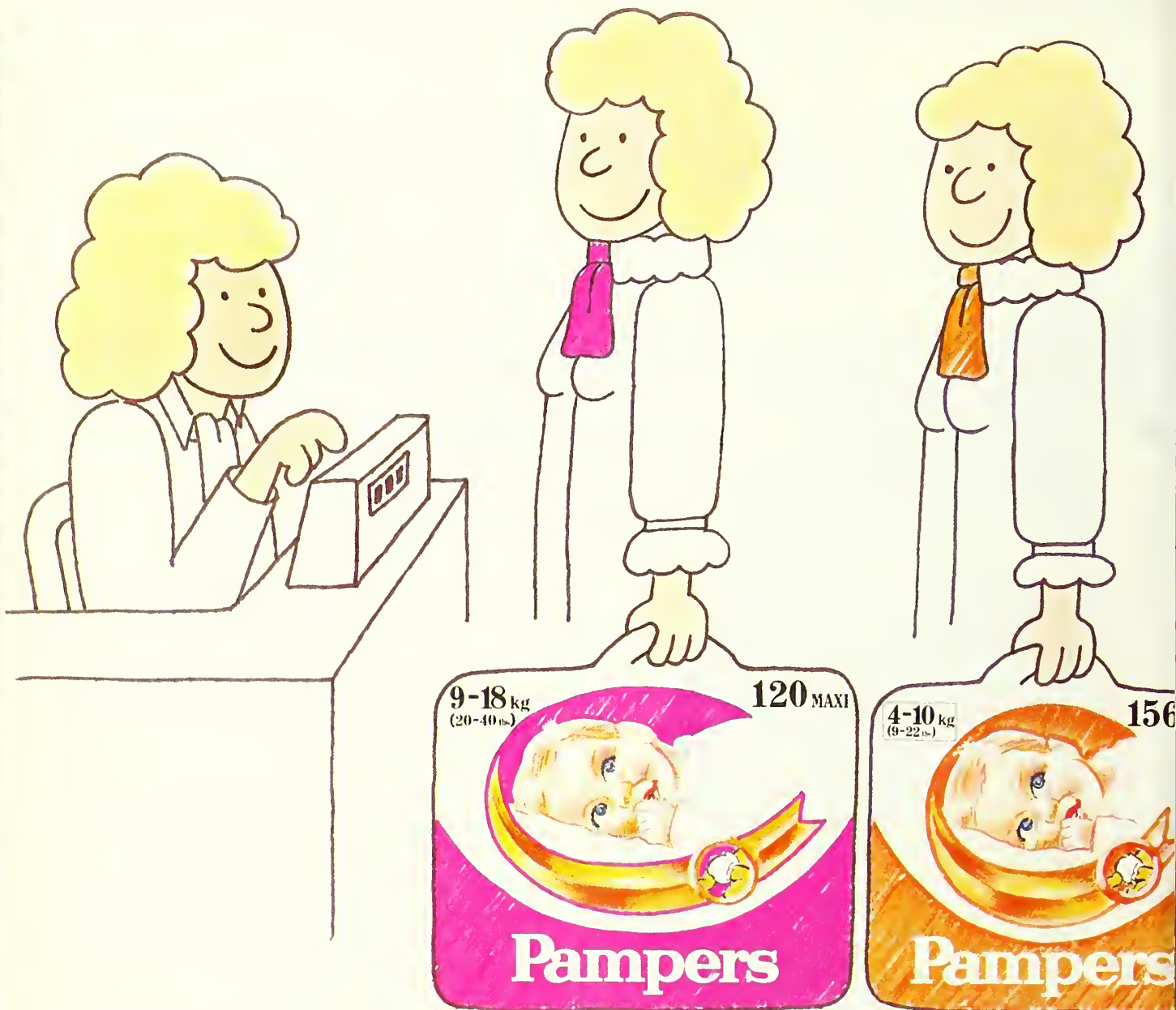
25%

20%

15%

10%





# Pick up even more profit with Value Packs.

(maxi 120, super 156)



Pampers is pleased to announce that Value Packs are now available nationally. Just like Carry Cartons, Value Packs will help your business grow and grow.

Stock and display Pampers Value Packs and watch mums carry home the nappies they want while you pick up the profit you want.

P.S. Maxi 30s have been introduced to replace Maxi 12s. Another step forward for Pampers and you

## Pampers No. 1 in Britain



# Making a rash decision

**This guide to the symptoms and treatment of some common childhood rashes is intended to help pharmacists consulted by anxious mothers.**



**Fig 1**

## **Primary irritant napkin dermatitis (nappy rash)**

The rash appears on the convex surface of the buttocks and thighs (not usually in the skin folds) firstly as erythematous, scaly, slightly swollen areas followed by a more angry dermatitis (figure 1). The main cause is the breakdown of urea in the urine to ammonia by bacteria normally found in the faeces. Severe cases may become complicated by secondary bacterial infection leading to ulcers. Chronic cases may appear as a thickened, scaly glazed erythema.

In the presence of **candidal infection**, the skin is red and glazed with white, creamy deposits of yeast, and the rash penetrates deep into the skin folds (figure 2). A scaly erythema appears around the periphery. The infection may also involve the nails and mucous membranes.

In **seborrhoeic eczema** the nappy rash has a well outlined erythematous edge and extends into the skin folds. The first sign, usually within 2-8 weeks of birth, is a cradle cap of yellow, greasy scales followed by a sticky eruption behind the ears and in the armpits. Scaly lesions may appear on

the trunk. The child suffers little irritation and continues to feed well. The skin may become infected by staphylococci or candida, when crusts form.

**Treatment** — The mother should be advised to change the nappies regularly and, if possible, to leave them off for long periods. Disposable nappies are preferable and plastic pants should be avoided. Towelling nappies should be boiled and thoroughly rinsed to remove alkaline soaps and nappy cleaners. Soaking nappies for an hour or more in a solution of 0.05 per cent cetrimide as the final rinse has been recommended as a means of inhibiting the bacterial decomposition of urine.

The nappy area should be cleaned with warm water, oil or baby lotion and a bland cream or proprietary preparation for nappy rash applied. In seborrhoeic eczema, the sticky scales on the scalp may be treated with 1 per cent salicylic acid in a cream base, washed out with a baby shampoo.

Referral to a doctor is necessary for overgrowth of bacteria or yeasts, or if the inflammation is severe.

## **Infantile atopic eczema**

The rash causes severe itching and the child is more distressed than with seborrhoeic eczema. Between 3 — 6 months of age, a scaly erythema appears on the face as well as in the napkin area (figure 3, p4). Within the next year the rash appears on the inner elbows and backs of the knees (figure 4, p4). The wrists, ankles and neck are also commonly affected. The skin is generally dry with a tendency to form fissures at the joints. Scratching may lead to secondary

infection. There is usually a family history of atopic disease such as hayfever, asthma or eczema.

**Treatment** — Initial referral to a doctor is advisable as topical steroids may be needed. Emollient creams and ointments eg emulsifying ointment, aqueous cream and oily cream, or bland proprietary preparations such as Oilatum cream, E45 and Unguentum Merck may be recommended to hydrate the dry eczematous lesions. Bathing should not be discouraged providing that potential irritants such as bubble baths, perfumed soaps and antiseptics are not used. Emulsifying ointment or the newer, more easily dispersible proprietary emollients may be added to the bath and used as an alternative to soap, as may products such as Aveeno bar and Oilatum soap. Topical preparations containing antihistamines and local anaesthetics are best avoided; lanolin and parabens may also act as sensitisers and exacerbate the condition.

Cotton clothing is usually less irritant than wool and gloves may be recommended to prevent scratching.

## **Simple intertrigo**

This is an erythema that develops when friction occurs between two skin surfaces, as in the groins, axillae and neck folds. The erythema is confined to the areas of skin to skin contact. It usually occurs between the third and sixth week of life, lasts about two to three weeks and is most commonly seen in plump babies who are overdressed in humid weather.

**Treatment** — A bland, absorbent dusting powder should be applied. The skin folds may be separated by linen or cotton strips and the clothing and bedding should be kept light and loose. Medical referral may

**Fig 2**





be needed for treatment of secondary infection by yeasts and bacteria.

### **Impetigo**

Highly infectious sores covered with thick, soft, yellow crusts occur most often on the face but also on the hands, arms, legs and trunk. They are usually a result of staphylococci entering through a cut on the skin and are often seen as a secondary infection to eczema or scabies.

**Treatment** — Referral to a doctor for antibiotics. Spread of infection should be

### **Measles**

White spots appear in the mouth two or three days before the rash which is first seen behind the ears, spreading quickly over the face then downwards to the lower limbs. Other early symptoms, occurring before the rash, include fever, blocked or running nose, a harsh cough and reddened eyes. The rash consists of slightly raised, purplish spots which run together to form large blotchy areas. It gradually fades after one or two days but a brownish staining may persist for as long as seven to 10 days. The



**Fig 3**

Complications such as croup, abdominal pain, severe inflammation of the eyes, convulsions and excessive drowsiness should be referred to a doctor.

### **German measles**

Small, pink, flattened spots run together to form a rash that appears first behind the ears to the face and spreads progressively downwards. It lasts up to three days. Sore throat and swelling of the glands in the neck may precede the rash. The incubation period is usually 17-18 days but may be over three weeks.

**Treatment** — Confinement to bed may be needed.

### **Chicken pox**

An itchy rash first appears on the abdomen and inner thighs and within 12-24 hours spreads to the face, scalp and upper limbs (figure 5). The spots become raised, filling with fluid to form watery blisters which turn



**Fig 4**

prevented by keeping the child's towels away from those of the rest of the family and by washing the hands thoroughly after applying topical preparations.

### **Psoriasis**

This condition is rarely seen in children below the age of 15. It appears as clearly defined, raised red patches of dry skin covered with silvery scales. When scratched, small bleeding points may be seen. The guttate variety often occurs after a throat infection and appears as small "raindrop" lesions on the trunk and limbs. On the scalp, psoriasis generally occurs as definite patches of scales, while seborrhoeic dermatitis is usually distributed over the whole scalp. Many children have a family history of the condition.

**Treatment** — Tar and dithranol based preparations following confirmation of diagnosis by a doctor. Bland, emollient preparations for hyperkeratotic and dry skin conditions may also be recommended.


incubation period is between one and two weeks.

**Treatment** — Uncomplicated cases need no special treatment apart from bed rest in a darkened room at first. Special attention should be paid to oral hygiene.

**Fig 5**







# You saw how quickly they picked Pure Fruit. Now watch our Vegetables

**grow.** Following the outstanding success of Pure Fruit, which has achieved a 6.6% total market share since its launch in May,\* Heinz now introduce new Vegetable Meals.

A proven success in extensive pre-launch trials, Vegetable Meals come in five tasty varieties. None contains any meat but all have the same protein and nutritional values as the Heinz meat varieties.

A bright new TV commercial, in the best tradition of Heinz Baby Food advertising, will be the centrepiece of the £1.2 million launch which starts in April.

And Heinz are confident that this latest innovation from the market leaders will show you once again how your business benefits from our success.

**HEINZ**

New Vegetable Meals. Each one's a meal in itself.



# NAPPINESS





# S THE TOPS.

**A**s most babies know, Nappiness is the warm, dry, comfortable feeling Peaudouce BabySlips produce on all kinds of sensitive little bottoms. And now, everyone seems to be getting the message.

Ever since their launch Peaudouce BabySlips have been growing from strength to strength. And now, they're the fastest selling brand of disposable nappies on the market, as independent research has confirmed.

And it has just as much to do with their soft quilted padding, gentle multi-strand elasticated legs and unique cut-away shape, as the Television, Press, Radio and Poster advertising that runs throughout the year.

So when you stock Peaudouce you'll not only be selling a top quality brand, but the fastest-moving one into the bargain.

Isn't it time you found your share of Nappiness?



KEEP A BABY DRIER, LONGER.



yellow before drying up into scabs. Spots also appear in the mouth. The incubation period is 15-18 days and the child is no longer infectious six days after the last crop of spots.

**Treatment** — In children the disease is usually uncomplicated and needs no special treatment. Internal antihistamines may soothe the itching, as may topical application of a cetrimide cream. Severe skin irritation should be referred to a doctor. Figures 1-4 are taken from the booklet "Eczema and dermatitis in childhood" by L. G. Millard, MD, MRCP, consultant dermatologist, University Hospital, Queen's Medical Centre, Nottingham (publishers Glaxo Laboratories Ltd). Figure 5 is courtesy of Wellcome Foundation Ltd and Dr M. W. McKendrick.

## A rash of creams

### Vasogen

Vasogen sales increase of over 30 per cent in volume terms in the last six months of 1983, say Pharmax.

The increase comes as a result of the product's relaunch earlier this year and promotional support from consumer advertising in the mother and baby Press plus extensive sampling nationwide, the company says.

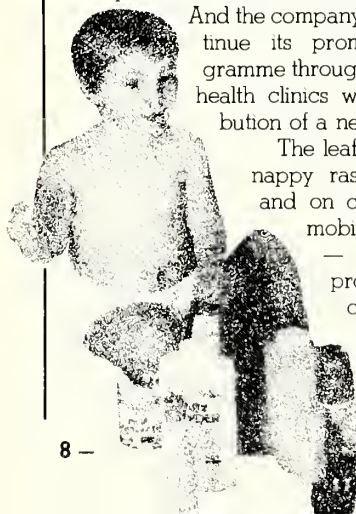
Activity for 1984 will continue with national sampling as the backbone of the company's efforts. Pharmax are also looking at the possibility of using Bounty bags. Consumer advertising in the mother and baby Press continues year round.

### Sudocrem

Sudocrem sales have increased by 35 per cent per annum since 1981, say Tosara.

And the company plans to continue its promotional programme through doctors and health clinics with the distribution of a new leaflet.

The leaflet advises on nappy rash prevention and on caring for immobilised patients — including problems of incontinence and pressure sores for which Sudocrem may



Sales of nappy rash preparations are looking healthy

also be used.

### Kamillosan

Kamillosan ointment too has shown increased sales — up 57 per cent last year, says manufacturers Norgine.

The ointment is currently advertised in *Midwife*, *Health Visitor* and *Community Nurse*, *Nursing* and *Health Visitor* magazines. *Extensive sampling is being done in health centres and the company is looking at possibilities of including patient leaflets and repackaging the product.*

### Prenatol

A. H. Robins have introduced a new trial size tube of prenatal (50g, £1.39 rsp) to encourage mothers to try the product.

At present only 1 in 40 pregnant women use the product, says the company. Health visitors and other professionals tend to prefer to recommend olive oil or other such substances rather than the more expensive 120g jar.

The product is to be advertised in major Baby annuals and *Nursing Times* this year. The company hopes to distribute 30,000 sample tubes to health visitors and consumer samples will be available via couponing of adverts in Baby annuals.

Sales of Prenatol saw a 25 per cent volume increase in 1983 over the previous year and the company is increasing its salesforce from eight to 12 by the Summer.

## Simpla: support and new logo

Maws have a new logo and packaging for their Simpla range and plan to spend £550,000 on advertising and promotion this year.

Advertisements are to appear in specialist baby care Press and women's general interest magazines. Promotions are to run throughout the year, say Maws, starting with extra-value packs of Simpla sterilizing tablets, the first products appearing in the new livery.

Additional support will be given via Bounty Vision educational films, which are expected to reach 400,000 new and expectant mothers in hospitals and clinics. Advertising features Wipers and the company's sterilizing and feeding unit. Simpla sterilizing tablets will also be sampled in the Bounty bag.

### £1m push from R-V

Milton sterilising fluid and Infa-care are to be supported by a £1m national television campaign in four bursts this year, say manufacturers Richardson Vicks.

The company's brands, including Milgard, Infa-soft and new formula Napisar are to be sampled to 500,000 mothers and advertised on Bounty Vision and Audiovision films.



# Why babytalk's making Bobtails an even bigger seller!

Before we made a better kind of Bobtail, we talked to thousands of mums and found out exactly what they want from a nappy.

Which is why, when it comes to all-in-one disposables, new elasticated Bobtails have everything mums could ask for!

No-nonsense fasteners – stay-dry liner – leakproof plastic backing – super absorbent filling – and snug-fitting, gently elasticated legs. (Smartly dressed in thoughtful, easy-to-carry-home bags!)

So babytalk's not only making Bobtails an even bigger seller. It's also spreading news of our new-style nappy far across the land!

**Available in two handy sizes:**

BABY (from birth to 22 lb)

TODDLER (over 22 lb)

So don't disappoint your customers. Order your supplies of new elasticated Bobtails NOW!

## So what's babytalk all about?

- \* Wiggle-resistant fasteners
- \* Stay-dry liner
- \* Leakproof plastic backing
- \* Super absorbent filling
- \* Snug-fitting, gently elasticated legs
- \* Two adjustable sizes eliminate need for large shelf space
- \* Easy-to-carry bags, printed on all sides, for flexible display stacking.

# Bobtails

The all-in-one sales success!

For more information contact:  
Jackel International (UK) Ltd.,  
Kittybrewster Estate,  
Blyth, Northumberland  
NE24 4RG  
Tel: 06706 66771

**NEW**  
ELASTICATED  
BOBTAILS





Reformulated Napisan (C&D January 21, p111) is to carry money-off coupons on 250,000 packs. There will be £0.12 off the 500g size and 25p off the 1kg size.

Richardson Vicks estimate that the nappy cleanser market is worth about £5 million at rsp of which 20-25 per cent goes through independent chemists. The company claims a 74 per cent value share of the branded sector of the market.

Extra-value packs are now be offered: Infra-care baby bath additive is available in 300ml (20 per cent extra free) and 600ml packs (20 per cent extra free); Milgard baby cleansing milk offers 33 per cent extra free (200ml) and 50 per cent extra free (450ml), and the 750ml pack of Milton sterilising fluid gives 25 per cent extra free.

Kirby-Warwick say that sterilising tablets take a 67 per cent share of the sterilising

market. For their Babysafe brand they claim a 10 per cent share.

Promotional support is to include consumer advertising in baby care magazines and educational literature at POS. The company says it is also planning a sampling campaign aimed at young mothers, clinics and key recommenders.

### 'Nobody babies better'

"Nobody babies you better" is the theme for Johnson & Johnson's advertising for 1984, which is being spearheaded with a £1.75 million national television campaign for the baby powder and cotton buds.

Baby powder, relaunched in December 1983, is being supported by a £1m marketing and promotional spend over the first four months of 1984. This includes national television support running this month and in March featuring a 40-second commercial. A press campaign runs simultaneously in national dailies carrying 5p-off-next-purchase coupons. On-pack offers for cotton buds are also planned.

Johnson & Johnson say their baby

powder has more than 60 per cent share of the £50m talc market and baby bath more than 40 per cent of the £50m baby bath additive market. While baby shampoo is also to receive on-pack promotional activity.

Adult use of Johnson's baby products continues at a high level — up to 80 per cent for some products. In the £30m adult skin cleanser market the company's baby lotion is brand leader as it is the baby powder in the adult talc section.

Maws say they are very pleased with the performance of their range of baby toiletries which has been updated in new packaging. Lotion, bathcare and shampoo are currently available in 30 per cent extra free value packs.

Following Care Laboratories' relaunch of their Savlon baby care range the company is planning to promote the range using video in the maternity clinics of most major hospitals.

A series of 12-minute films on mothercraft and baby care include a 30-second Savlon baby care advert. The company says that in 1984 over 400,000 expectant mothers will see the campaign.

# Wysoy customers just keep on growing

Soy infant formulas are the fastest growing sector of the baby milk market. And Wysoy leads the way with a volume share of more than 60%.

Suitable for adults as well as children, Wysoy's potential market is even bigger.

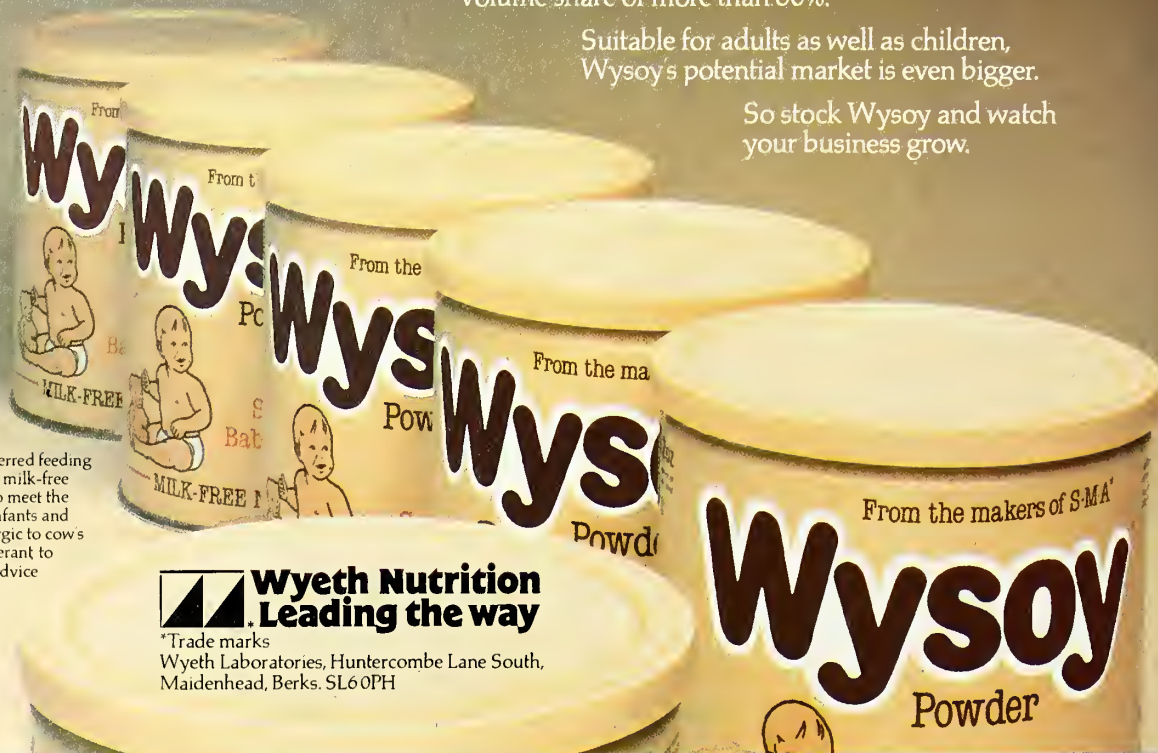
So stock Wysoy and watch your business grow.

Breast milk is the preferred feeding for newborns. Wysoy milk-free formula is intended to meet the nutritional needs of infants and children who are allergic to cows milk proteins or intolerant to lactose. Professional advice should be followed.



**Wyeth Nutrition**  
**Leading the way**

\*Trade marks  
Wyeth Laboratories, Huntercombe Lane South,  
Maidenhead, Berks. SL6 0PH





# A breast fed baby doesn't have to be fed by mum

For a long time now, breast feeding has been promoted as the ideal way to feed every new baby.

Naturally, we agree. But a new mother might not, from her own point of view. Breast feeding isn't always convenient.

The new Cannon babysafe breast pump could be the answer. A mother can save her milk and keep it in the fridge for someone else to give her baby. A baby minder, for instance.

Or, the breast pump can simply make feeding time more comfortable. It can relieve engorgement, help to treat sore or cracked nipples and maintain lactation if breast feeding is temporarily interrupted.

Breast pumps are a fairly new idea to British mothers. So we're advertising ours extensively in all the major baby magazines, as well as recommending it to the midwife and health visitor professions.

The babysafe breast pump is supplied with our feeding bottle and Nu-flo teat. So a mother who's breast feeding will get to know our quality products right from the start.

And when she's ready to buy her sterilizing equipment, a food grinder or mini feeder, she'll know exactly which brand to ask for. And where to find it because we only supply our products to chemists.

Make sure you're selling the whole range of Cannon babysafe products.



**CANNON** • **babysafe**

**A complete service to chemists**

Cannon babysafe Ltd., Ashley Road, Tottenham, London N17 9LH. Tel: 01-808 6261.



Now the big brand leader  
has grown even bigger.



The Cow & Gate Babymeals relaunch has seen sales to the trade grow by over 50%. In the jar market we're outselling our



➔ TWIST TO OPEN ➔

**Cow  
& Gate**



**2 Peach Melba**  
**WITH VITAMIN C**



for by over 6 to 1.\* And with advertising continuing throughout 1984, there'll be even more for you in those little glass jars.

\*Independent chemist audit latest 12 months.



# Disposables still expanding

Sales of disposables lived up to expectations in 1983. According to the Disposable Baby Napkin Manufacturers Association 820 million units were sold at a value of around £80-85m, and accounted for about 27 per cent of changes. Independent chemists took a 21 per cent volume share compared to 33 per cent through grocers and 41 per cent through Boots.

The market is projected to grow, according to MoDo, by 19 per cent to 969 million units in 1984. Independent chemists' share is predicted to decline by about 2 per cent to 184.1 million units, they say. Boots are expected to maintain their share while it is predicted grocers will take a 35 per cent volume share this year.



Disposables market still growing

The split between two-piece and all-in-one nappies in 1983, say Modo, was 113.5 million units (14 per cent), and 697.5 million (86 per cent) units respectively. They project an 11 per cent / 89 per cent split between two-piece and all-in-ones respectively in 1984.

## More own-label

Own-label products are increasing their share too. In 1983 branded goods accounted for 75 per cent of unit sales. Own-labels are expected to take a 26 per cent volume share in 1984, says the company.

Competition remains fierce in the

disposables sector. Rumours that Colgate-Palmolive will pull out of the market have been denied by the company. Indeed the company is planning a new campaign to back Snugglers which will probably run in Spring and Summer. Details were being finalised as C&D went to Press.

Colgate-Palmolive are also spending £500,000 on a sampling scheme called Treasure Trove. Similar to the Bounty scheme, the pack contains a sample of Snugglers along with items such as Ready Brek and Libra. They are to be distributed through hospitals and are expected to reach almost 50 per cent of new mothers. Snugglers will also be represented in Baby annuals, say Colgate.

Snugglers have a 23.1 per cent volume share (25.5 per cent sterling) says the company. Volume growth has been steady, running at around 20 per cent per annum for the past five years say Colgate. This rate of progress should continue into the 1990s, they believe, creating a market worth £514m.

Independent Chemists Marketing Ltd, who pulled out of the all-in-one market at the beginning of the brandshare war, have postponed their relaunch of Nu-Soft elasticated all-in-ones (*Babycare*, 22 October 1983).

## M&S test market

Marks & Spencer, however, started test marketing two sizes of own-label disposables in January. Stores in Norwich, Birmingham, Wood Green, Cardiff, Manchester, Aberdeen, Kingston, Leeds and Glasgow are to give the nappies a trial for six months, says the company. They are in two sizes: infant, up to 22lbs (32, £3.50), and toddler, over 22lbs (32, £3.99).

M&S tested the disposables market about 18 months ago but say the trial did not last long enough. And C&D understands that another of the own-label merchandisers is to launch a so-called "third generation" disposable nappy later this year. These nappies will be shaped and have adjustable tapes. Trading up to larger "economy" packs continues. Proctor & Gamble announced value packs of 120 and 156 nappies at the



## DON'T JUST WRAP IT. MEDI-PACK IT.

Medi-Pack sachets and 'drum-packs' represent convenient, colourful and economical solutions to packaging problems for consumer, medical and industrial products.

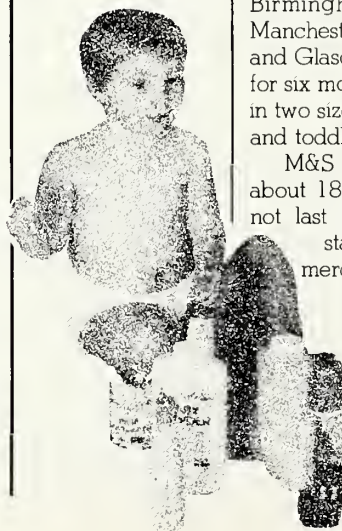
We lead Europe in single-use sachet technology and production - with more than 15 years' experience in packaging, impregnation, product development and contract manufacture, and our clean room facilities are second to none.

This expertise could help you to sachet-pack almost any product in liquid, granule, powder, paste or cream form. Alternatively why not try the exciting multi-wipe packaging concept the Drum Pack.

Just telephone 0482-25181 for full details.

## MEDI-PACK The Flexible Packaging Concept.

Medi-Pack Limited, PO Box 201, 101 Hessel Road, Hull, England HU3 2BW. Telephone: 0482-25181.





# We've gained pounds since our birth



When they were born, the twins above, gave the Rusks market rather a rude awakening and turned it into one of the fastest growing categories in the Chemist Trade.\*

Because Farley's Original and Low Sugar Rusks are selling like the proverbial hot cakes.

The packaging is bright and modern and there are lots of fun on-pack promotions.

There's an extensive sampling operation. And our Specialist Medical Salesforce is relentlessly obtaining consumer trial and health professional endorsement.

And the message that Farley's is the company in tune with modern baby feeding trends is wrapped up in a bright and bouncy national television campaign.

So stock up on all sizes of Farley's Original and Low Sugar Rusks. And let your profits put on a little weight.

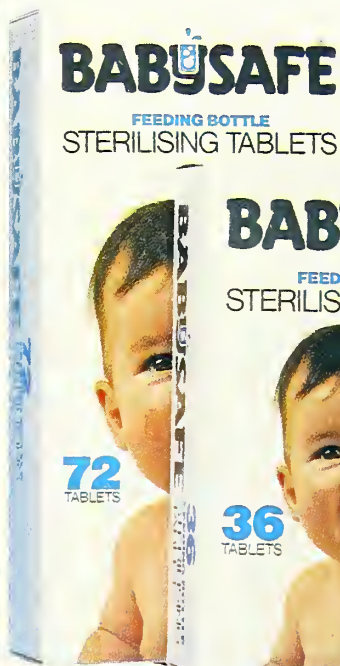
\*Independent Retail Audit.

**NATIONAL TELEVISION ADVERTISING NOW ON**





# Our new baby.



**BABYSAFE**  
FEEDING BOTTLE  
STERILISING TABLETS

**BABYSAFE**  
FEEDING BOTTLE  
STERILISING TABLETS

**72**  
TABLETS

**36**  
TABLETS

We are proud of our new arrival.  
The latest in our re-packaging programme.  
Be assured, however that the contents  
remain unchanged!

BABYSAFE effervescent tablets are  
still your customers most economical  
and convenient means of ensuring  
effective sterilisation of baby feeding  
utensils. And your most profitable.

We should know — after all we  
invented and patented effervescent  
sterilising tablets some  
15 years ago.

**BABYSAFE** — your chemist only sterilising tablets.

 **kirby-warrick**  
*Commitment to  
Community Pharmacy*

KIRBY-WARRICK PHARMACEUTICALS LTD.  
OTC DIVISION, MILDENHALL, SUFFOLK.  
TELEPHONE (0638) 716321



Trading up to larger "economy" packs continues. Procter & Gamble announced value packs of 120 and 156 nappies at the end of last year. Keith Scrivens of Merrell & Pardoe comments that this trend offers his company an opportunity in the smaller pack sizes. Mr Scrivens says a container of 24 or 36 nappies is the largest sensible pack for independent chemists in stock.

Peaudouce are more optimistic about the disposables market estimating it will be worth £120m by the end of 1984. The company claims their Babyslips and Lovmi brands hold a 20 per cent share of the market and attribute growth to a continuous policy of product innovation.

Peaudouce are planning a Spring relaunch for their Lovmi brand which is to include improvements, such as elasticated legs and body shaping. However, the brand will continue to retail for under £1 and will be advertised nationally, says the company.

Babyslips are to be advertised on national television, by posters and in womens magazines. Television advertising starts this month along with posters at 5,000 "Adshell" sites. Promotional activities are to include events around Mother's Day and Father's Day plus sponsorship in special interest areas to young mothers, sampling through magazines and health clinics. Peaudouce are also sponsoring a book called "Peaudouce family welcome guide". It lists pubs, hotels and restaurants in Britain which have facilities for, and welcome children. It is to be published on March 22 and, according to the publishers, it is a potential top-ten seller.

As well as bookshop outlets, Peaudouce are also exploring the possibility of selling the book through chemists.

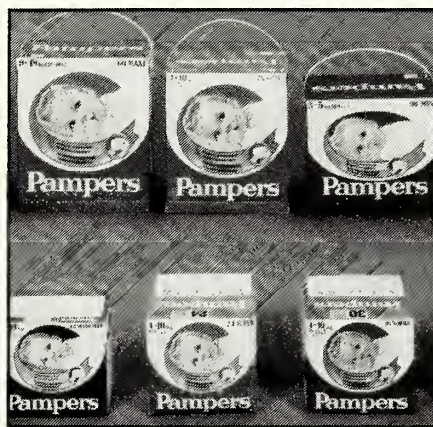
Robinsons of Chesterfield claim a 17 per cent share of the disposables market for their Paddi Cosifits brand.

Television advertising using the "Hokey-Kokey" theme is scheduled to reappear this year backed up by radio and colour advertisements in the mother and baby Press. Sampling and couponing activities will also feature, says the company.

MoDo's Bobtails will be advertised in specialist Press in 1984, including *Parents*, *Mother* and *Mother and Baby*. The toddler size of Bobtails was recently improved by increasing the width at no extra cost, says the company.

Unichem have a Spring advertising campaign planned for all-in-ones using national Press (*C&D* Jan 21, p113). Sales of all-in-ones totalled £3m at rrp last year, exactly double the 1982 amount, says the company. A daily competition to encourage members to maximise the effect of advertising is due to start on March 5.

The company says it plans to add products to its baby range later this year.



## Terries fight back

The recently formed Nappy Advisory Service had its inaugural meeting on January 17. The Service hopes to act as a "mouthpiece" for the terry nappy industry and offers advice on the use of terries to pharmacists, and other health professionals, as well as consumers.

The Service was set up by Ashton Brothers who make the Zorbit range of baby goods, Hellane Manufacturing who make plastic pants; Lever Brothers who make Persil and Comfort; the Sylvia Meredith Health Educational Advisory Service, and a consultant health visitor.

Spokesperson for the Service is Mrs Jean Talbot from SMHEAS which provides educational material sponsored by manufacturers to schools and clinics.

NAS hopes to answer some of the publicity from disposables manufacturers.

Information available varies from costs, to caring for baby's skin. But advice cannot be given on specific treatment for skin problems. However the Service can give advice on prevention of nappy rash and how to change and clean baby as well as nappy care.

For mothers who want to know costs of using disposables and terries the NAS is compiling a leaflet comparing the two. Although cost is admitted to be a difficult area because mothers vary in cleaning routines and in the products they buy, the NAS believes that at £9.80, terries are cheaper than disposables by £9.36 per month (June '83 figures).

The Disposable Baby Napkin Manufacturers Association believes the opposite! It quotes £0.72 per day for terries (£21.60 for 30 days) but says it does not have a definitive figure for disposables because of variation in pack costs.

Discrepancies may occur because of the number of terries considered necessary for a baby, the number of years a baby is likely to be in nappies and number of changes. The NAS and DBNMA both say their calculations are based on six changes a day.

When considering which type of nappy is most comfortable NAS claim that the possibility of flooding a disposable nappy is greater than for a terry nappy. Research by Courtaulds has shown that terry towelling absorbs liquid faster than all-in-ones.

Nappy liners have an important part to play and allow a terry nappy to perform like an all-in-one disposable keeping moisture away from the skin.

If terries are better why do hospitals use disposables? NAS believes this is because disposables are bought at low cost and that, for convenience sake, the cost is not prohibitive for the few days a baby is in hospital. Disposal is easy too as hospitals have ready access to incinerators.

British mothers have not converted completely to disposables because "terries do a good job and are cost effective," Ashton Brothers' marketing manager, Mr Ian Jerrard-Dinn explains. The traditional continental nappy is more akin to a washroom towel, and is not very effective, he says.

NAS does agree however that disposables are useful especially for holidays, when the washing machine breaks down etc. "People are using both types and that is the sensible thing to do."

## Dual use

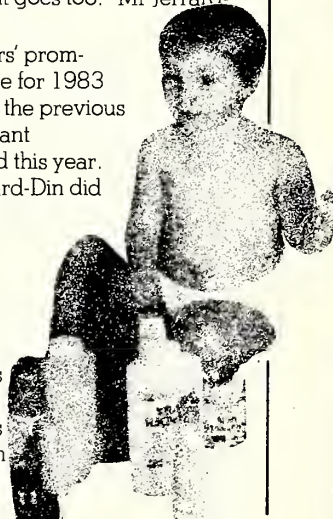
Indeed it is this dual use which accounts for the growth of the disposable market, says Mr Jerrard-Dinn. But it has not been at the cost of the terry market, currently worth around £15m at rrp.

However, the volume of terries sold through chemists, apart from Boots, is very small. Many do not keep terries because they are slow moving and bulky to stock. But Ashton Brothers believe it is a market which chemists should not ignore. For that reason the company has introduced a three-pack of their supreme terry nappy. Mums are in and out of the chemist all the time and terries are usually an impulse purchase or bought to top-up supplies, Mr Jerrard-Dinn says.

Chemists already sell products which service the terry nappy — liners, nappy cleaner and pants — which when added to the terry market make it worth about £50m. "If terries go all that goes too," Mr Jerrard-Dinn points out.

Ashton Brothers' promotional expenditure for 1983 was double that of the previous year and a significant increase is planned this year. Although Mr Jerrard-Dinn did not want to quote figures he said "it equated to a few per cent of turnover."

Ashton Brothers' products are advertised in the specialist Press and may appear in *Mother* and *Parents* this year.





# Rusks head way in babyfoods

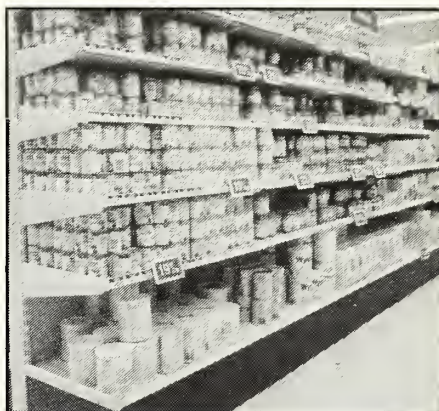
The babyfeeding market is worth about £26.6m through independent chemists, according to Cow & Gate — a 1 per cent increase since last October's *Babycare* supplement — and in line with inflation. But again the most dynamic sector has been rusks, where product changes and introductions have led to a 7 per cent volume and 18 per cent sterling increase.

The babymeals market has shown a market value growth of 4 per cent and volume decline of 2 per cent over the past year, say Cow & Gate. Through independent chemists the company claims a 24.6 per cent volume compared to Heinz with 47 per cent. Cow & Gate say they will be giving their babymeals range £500,000 of direct marketing support in 1984 with a spend of £2m for babyfoods overall.

The company recently added four more varieties to its yoghurt range, (*C&D* January 21, p111). Baby yoghurts have been increasing by 35 per cent per year in volume, says the company whose own sales have doubled since the beginning of 1983.

Heinz say their Pure fruits in cans range has taken 6.6 per cent of the market in its first six months. The company recently launched pure fruits in jars and vegetable meals in cans (*C&D* January 21, p111). Promotional and advertising support for 1984-85 will be £2m, says the company. National television support featuring the vegetable meals runs from mid-April to the end of May with a possible second burst in the Summer.

Robinsons claim a 25 per cent volume share through chemists (excluding Boots) in the dry sector of the baby food market. The company says its baby foods



Babyfoods: in line with inflation.

sales increased 20 per cent in volume last year.

This year's marketing spend will be £1.3m concentrating on television plus support in the mother and baby Press. Robinsons plan to run consumer promotions through the year, the first through Spring and Summer features baby juices. A 15p-off baby juice coupon will be offered on all Robinsons cereal packs.

Free booklets and 1.5 million pack samples will also be available to mothers. Finally Milupa say their foods, excluding rusks, take a 33 per cent value share through independent chemists.

The babymilks market is relatively static and is valued at around £43-45 million — a volume decline of 4 per cent over the past year of this, independent chemists took £11.9m share, say Cow & Gate who note that there has been a 2 per cent switch in consumer buying from highly modified to less highly modified babymilks. This could be ascribed to increased breast feeding, says the company. With more mothers breast feeding for longer Cow & Gate think there may be a tendency for mothers to move to milks marketed on a satisfaction platform. The company claims a 29.3 per cent volume share through independent chemists — second behind Wyeth.

The company is to step up marketing support in 1984 for Premium and Plus brands. Advertising to mothers will continue in "those publications" allowed by the Code of Practice for the Marketing of Infant formulae in the UK", say C&G. Involvement with the medical profession will also be increased, say Cow & Gate.

Farleys, who claim a 30 per cent share of the babymilks market, say they are concentrating promotional effort in the midwife and health visitor recommender area. A campaign centres on Osterfeed until the Spring and on Osterfeed complete formula until June. There are four different

advertisements under the "Osterfeed gets it right" theme. Ostermilks are also to be advertised in *Maternity* & *Mothercare* and in Baby journals distributed to mothers via health

professionals.

Milupa believe there is a trend to bulk purchase in the milks sector, hence their introduction of the 1kg pack of Milumil. However the company advises chemists to continue to stock the 300g pack for the very young infants and those mothers with a limited budget.

Wyeth, who claim a 43.6 per cent value share overall, say the 900g pack of Gold Cap has picked up 6.2 per cent value share of monthly consumption since its introduction five months ago. But the company says independent chemists were slow to cash in on demand for the pack.

The soy sector is now worth £2.5m compared to less than £0.5m in October 1980, say Wyeth. Wysoy has a 71 per cent share of the market with over 98 per cent of business coming from chemists, says the company. The brand is to receive a further boost with the launch of a new campaign in GP journals. Brand awareness has grown significantly over the past year, says the company, and 75 per cent of sales are now on prescription. But many mothers buy the product on pharmacist's or health visitor's recommendation prior to seeking a prescription, say Wyeth.

## Chemists sell more rusks

The market for rusks through chemists has increased by 17 per cent and sales in grocery outlets have declined by 5 per cent according to Milupa, who say their rusks have a 21 per cent share in London and Lancashire.

Farley's expect the £11m rusk market to grow to £12.5m in 1984 and claim a 90 per cent combined share for original and low sugar rusks.

Farley's "Goody! Goody!" advertising campaign is back on national television until March 11. A colour window display card reflecting the advertising theme is available together with a range of POS material.

A programme of on-pack activity starts in March with a recipe book promotion under the "tasty treats with Farley's rusks" banner. It is designed to encourage extended use and imaginative ways of injecting variety into baby's diet, says Farley. Sampling through health centres and advertising in recommender journals continues.

A free Farley's Goody-bag is to be offered with every Tota portable baby chair bought at the Ideal Home Exhibition in March. The Goody-bag contains items such as low sugar rusks and a Farley's feeding bowl.

Cow & Gate say their Liga rusks have an 11.2 per cent volume share through independent chemists. And the company anticipates that advertising sampling and promotional support will be increased.

**SUBACONE**

SubaCone Rubber Teats are hardwearing — one teat will last from birth to weaning. Can be steamed, boiled or chemically sterilised. Hole size and shape will remain constant during use.

SubaCone rubber is non-toxic and non-porous.

Made in England by:-  
**WILLIAM FREEMAN & CO LTD.,**  
Suba-Seal Works, Staincross, Barnsley, Yorkshire. Tel: 0226 84061 Telex: 547185

**Long lasting Teats**



# BORN LEADERS



**Britain's most popular baby milk-foods.**

Gold Cap SMA<sup>®</sup> and White Cap SMA<sup>®</sup>. Two brands that together share 44%<sup>†</sup> of the baby milk-food market. Leading the way in infant feeding. Leading the way in sales.



**Wyeth Nutrition  
Leading the way**

Wyeth Laboratories, Huntercombe Lane South,  
Taplow, Maidenhead, Berks. SL6 0PH \*Trade marks



Infant milk is the preferred feeding for new-born infants. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers are unable to breast feed. Good maternal nutrition is important for the health and maintenance of breast feeding.

Extensive or prolonged use of partial bottle feeding, before breast feeding has been well established could make breast feeding difficult to maintain. A decision not to breast feed could be difficult to reverse.

Professional advice should be followed on all matters of infant feeding. Infant formula

should always be prepared and used as directed. Unnecessary or improper use of infant formula could present a health hazard. Social and financial implications should be considered when selecting the method of infant feeding.

†RSCG



# The brands v own-label dilemma

**Is the independent chemist missing sales through paying too much attention to own-label baby goods? Certainly some of the branded manufacturers believe he is.**

Richardson Vicks claim that chemists have not given sufficient support to branded products and have lost custom because people look for advertised and well known products — even if they do not purchase a branded product once in store.

The company also feels that quality may suffer at the expense of price in some cases. Recent tests on two non-pharmaceutical hypochlorite preparations showed that neither contained the stated amounts of available chlorine. Similarly, they say, some own-label sterilising fluids for baby bottles do not carry the correct rinsing instructions, which were recently amended by branded manufacturers.

As for quality R-V say chemists have a responsibility to offer and recommend the best products. While some own-label goods supplied by brand manufacturers are likely to be quality assured, a "sensible balance" must be maintained in facings and price differential for both own label and branded goods.

Chemists must support the brand leaders, they argue, as cheaper brands are not able to support pharmacies riding on the backs of branded goods support. If brands lose their franchise in pharmacies then advertising and promotional support will be aimed at other areas.

Pharmacists can sensibly stock other brands but must realise where the market has developed and where it is going, says the company. Branded products are research-based with proven responsibility to the consumer, Richardson Vicks point out.

But there is a counter argument. Mr Keith Sinclair, marketing controller,

Independent Chemists Marketing Ltd, says that with the exception of the toiletry sector there is no real brand loyalty for baby products.

## Cautious

In the past four years, Mr Sinclair says, manufacturers have been cautious because of the expense of launching new brands plus the danger of supermarket chains producing a similar own-label product very quickly. So to some extent innovation has been retarded.

Mr Sinclair dismisses the claim that quality necessarily suffers in an own-label. Baby oil, shampoo and talc are the only admitted "problem areas" so far as quality is concerned he says. Shampoo must be a no-

tears formula demanding a particular type of base. Similarly talc, which can carry anthrax and therefore must be sterilised, varies in quality — the best being French and deep-mined Italian, Mr Sinclair believes.

Baby oil should be pure and some idea of quality is given by the viscosity.

Unichem suggest that most chemists, depending on their size, should identify two or three leading brand products for each market category and offer an own-label alternative. But they warn that the main danger of own label is poor quality — "the biggest pitfall is to go for the cheapies." Unichem's quality, they are quick to add, is "at least as good as the brand leaders." They do not accept that innovation is stifled by

SUE STREETEN







An abundance of own-label and branded baby goods — fun for the children but a difficult choice for the chemist



own-label.

Vestric endorse stocking the top one or two brands in a sector and offering an own-label alternative. This applies particularly with toiletries where chemists have difficulty competing on price and a good quality own-label would be the answer. Unfortunately Johnson & Johnson did not comment on the effects of own-label.

Conversely disposables is an area where chemists should stock the whole branded range. In contrast nappy liners have no anonymous brand name and a good own-label can do well.

Vestric agree that there are some low quality own-label products but point out that many, including their own products, are made by the brand manufacturers

themselves". Own label mops up people who like an idea but want a cheaper product".

And they continue, while own-label goods can build brand loyalty locally, chemists would obviously be silly to sacrifice brand leaders. "It is the slower moving non-advertised brands which must be looked at".

MoDo, who have a stake in own-label and branded disposables manufacturing, confirm that innovation is not stifled by own-label. Buyers are well informed about new developments and consequently demand a high standard. Many own-label manufacturers have testing facilities as good as those of the brand manufacturers; they also conduct consumer panel surveys. "Mothers are not

fooled either," say MoDo. "They go for quality and it's the quality disposables which are doing well."

Robinsons of Chesterfield believe own-label growth actually stimulates innovation, because proprietary brands want to keep a step ahead. Peaudouce and Proctor & Gamble agree, with the latter pointing out that own-label can have a good effect — actually spreading news of a new innovation — providing the timing is right.

Maws too believe that own-label has stimulated development as companies are forced to develop products which have clear advantages over the competition and are not easy to copy.

With the exception of Boots and Mothercare, say Maws, own-label teats and feeders have made no significant impact on



# 700,000 women could use Prenatol every year.



**T**here's no known cure for stretch marks but Prenatol can help prevent them.

- **P**renatol is available in 120g jar or NEW 50g tube.
- **P**renatol is advertised in the major Baby Annuals.
- **P**renatol is extensively sampled to ante-natal clinics and directly to the consumer.

**Order Prenatol for your Baby Merchandise Department NOW.**

## Prenatol®

Anti Stretch Mark Cream



*Formulated purely  
to help prevent  
stretch marks*

A.H. Robins Co. Ltd., Langhurstwood Road, Langhurst,  
Horsham, W. Sussex.

the market. Those own-label products which do exist and are made in the UK tend to be of similar standard to branded ones. However, some cheap imported goods tend to be of a much lower quality, they say.

William Freeman believe there appears to be less urgency in research and development with own-label manufacturers, and say innovation comes mainly from the customer. The company believes there is more pressure on the brand manufacturers to maintain the highest standards because failure to do so will have a detrimental effect on sales nationally. Whilst the effect on own-label is usually local or at most regional, says the company.

Lewis Woolf Griptight who manufacture both own-label and branded teats, and bottles agree that own-label manufacturers are likely to be less innovative but they do not agree that quality suffers, since buyers for own-label demand a similar quality to branded goods. However, the company does feel that chemists are under a great deal of pressure to buy own-label goods, especially if they belong to one of the large buying groups.

Cannon, too, say that by their very nature own-labels are rarely innovative often being close copies of existing products.

Own-label goods do not feature to any large extent in the baby foods sector and Heinz believe that it is — unlike general foods — a difficult area for own-label to break into. The Boots company, who have about 5-6 per cent share according to Heinz, are probably the only company who could succeed with own-label product. Young mothers, they say, must be convinced that a product is reputable — hence reliance on branded goods foods.

The difficulty for the chemist is obviously competition on price with grocers and other large outlets. Heinz argue that if the chemist stocks variety this is probably more important than a low price, provided the differential is not "way out of court."

A.H. Robins comment that own-label is good for the consumer because of price. At the same time they may be detrimental if introduced in to a product area too quickly, before the market has had time to grow to its full size. The consumer may then lose savings on branded goods which come with increased volume sales.

Farley Health products say that inadequate support for branded products can lead to a commodity-status market which can also stifle investment.

It would then appear that own-label does have a place. Chemists should not, however, forsake the image and market created by the brands solely on a price basis. Own-label and branded goods can live side-by-side and indeed both sectors agree that's how it should be. Perhaps they even need each other?

### Cannon

Cannon claim a 40 per cent volume share for their Babysafe range through chemists and predict the market will continue to grow at 20 per cent per annum.

The company introduced four new products at the beginning of this year (*C&D*, January 3, p15) two of which (the pelican bib and teething rings) will not be available until April 1.

The teething rings are available in four coloured fruit shapes and can be sterilised by hot or cold water method. The rings are presented in a colour skillet holding 20 rings: five of each design. Each is individually blister packed. The pelican bib has an adjustable fastening deep lip available in Cannon blue. It comes packaged in a polybag and can be hung on display stands.

### William Freeman

William Freeman's seamless soother introduced at this year's International Spring Fair (*C&D* January 21, p119). It is available in four colours: pink; blue; lemon, and peach.



### Maws

Maws say their feeding bottles are brand leader in the £2.2 million market with a 54.6 sterling share (31.7 per cent overall), through independent chemists. Its teats take a 59.4 per cent sterling share (39.3 per cent overall) through independent chemists in a £3m market.

### Griptight

Lewis Woolf Griptight say that 1983-84 has been a remarkable year for sales and for establishing the Nursery brand name.

The introduction of a single and double blister packs for their teats supplied in POS display outers has led to a sales volume increase of more than 20 per cent, says the company's sales director, Richard Bowen.

Griptight claim to be the largest producer of teats in the UK in volume terms. But the majority of that production is own-



label, says the company, with little effort in the past put into establishing a share for its branded products.

However, the company's aim over the last two years has been to put Nursery "on the map."

Sales figures for their nipple shield, shaped teat and juice feeding system introduced this year have "surpassed all objectives," says Mr Bowen.

Promotional back-up for '84 will continue in the same vein as for '83, says the company. Consumer advertising plans were being finalised as C&D went to Press.

**Chubby Cheeks**

Chubby Cheeks hope to introduce a Supaflo bottle to their range at the end of April or beginning of May.

The bottle has a teat designed to allow air in while fluid is sucked out, avoiding build up of a vacuum or a collapsed teat, says the company.

To date approximately 100 merchandiser stands for their baby range (C&D October 1983, p753) have been installed, says the company.



Trimster's velour sleeper available in five colourways in sizes 0-3, 3-6, and 6-12 months. The 0-3 months sleeper has anti-scratch mittens. The sleeper retails at £6-£7 according to size.

**Trimster**

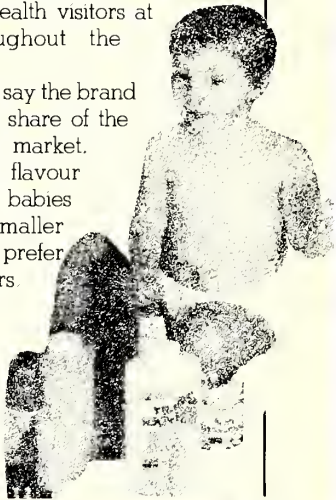
Trimster have been appointed distributor for a baby carrier (£13.66 rrp) made in navy corduroy. It fastens with an easy-lock clip behind mother's back and has a removable pillow for extra head support.

**Sterling Health**

Sterling Health are offering 10 per cent extra free on 170ml and 340ml sizes of Delrosa.

Throughout 1984 the brand will be supported by advertising in *Mother and Baby*, *Parents*, *Mother* and the *Baby* annuals, says the company. Delrosa will also be promoted to health visitors at exhibitions throughout the country.

Sterling Health say the brand has a 50 per cent share of the £8m baby drinks market. The tangier apple flavour appeals to older babies and toddlers: smaller babies still seem to prefer the original flavours.



**Vasogen**  
*Helps heal Nappy Rash fast*

Mothers often look to you when their baby presents them with nappy rash for the first time. VASOGEN offers a fast and effective treatment because it is the only nappy rash cream to contain calamine to immediately alleviate the soreness; zinc oxide renowned for its healing properties and a silicone barrier to isolate the area from further irritation. And we are telling mums about VASOGEN's special formula in our national advertising campaign in the key baby journals in addition to sampling baby clinics through your local Health Visitor. So this, coupled with regular VASOGEN bonus offers, means that it pays to stock and display VASOGEN in more ways than one.



Pharmax HealthCare Limited

Distributed by Chemist Brokers (0372) 66891







## AT LAST THE JUICE TEAT

Whether a baby is breastfed or bottle fed, by the time he is one month old he will both enjoy and benefit from regular juice drinks.

So what could be a more natural way to give juice to a baby than with his own special Juice Feeder?

And naturally the new Juice range is unique to Nursery. The very latest in the Nursery range of products by Griptight, the Juice range is poised to open up a refreshing new market opportunity for you.

The new Juice Teat is made from soft moulded rubber and is specially designed to cope with anything from diluted syrup to natural fruit juices and extracts. Hygienically sealed in see-through blister packs, they are supplied in outers of 15, giving you a colourful pop-up counter display.

There's a 125ml Juice Feeder too, attractively decorated with a fruit pattern so mothers can easily distinguish it from their milk feeders.

And probably the brightest idea of all! The Juice Trainer. Absolutely unique, the Juice Trainer attachment fits neatly onto the Juice Feeder and simply takes the place of the teat, giving a brand new drinking vessel that bridges that vital gap in the market between teat and training cup.

Cleverly shaped to fit the mouths of young babies, the Juice Trainer is designed to help babies progress in feeding development.

And mouthwatering new packaging will ensure that very soon mothers will be automatically asking for Nursery Juice products when they buy their baby drinks. It's only natural.

Talk to your wholesaler now. And get just a taste of the rich pickings to come.

**NURSERY**  
A RANGE OF PRODUCTS BY GRIPTIGHT

# BABIES DON'T JUST DRINK MILK.

## AT LAST THE JUICE TRAINER



The Nursery range of products includes teats, nipple shields, feeders, soothers, disposables and baby wipes. Further details of all our products can be obtained from Karen Brazier, Customer Services, Lewis Woolf Griptight Limited, Oakfield Road, Selly Oak, Birmingham B29 7EE. Tel: 021-472 4211.